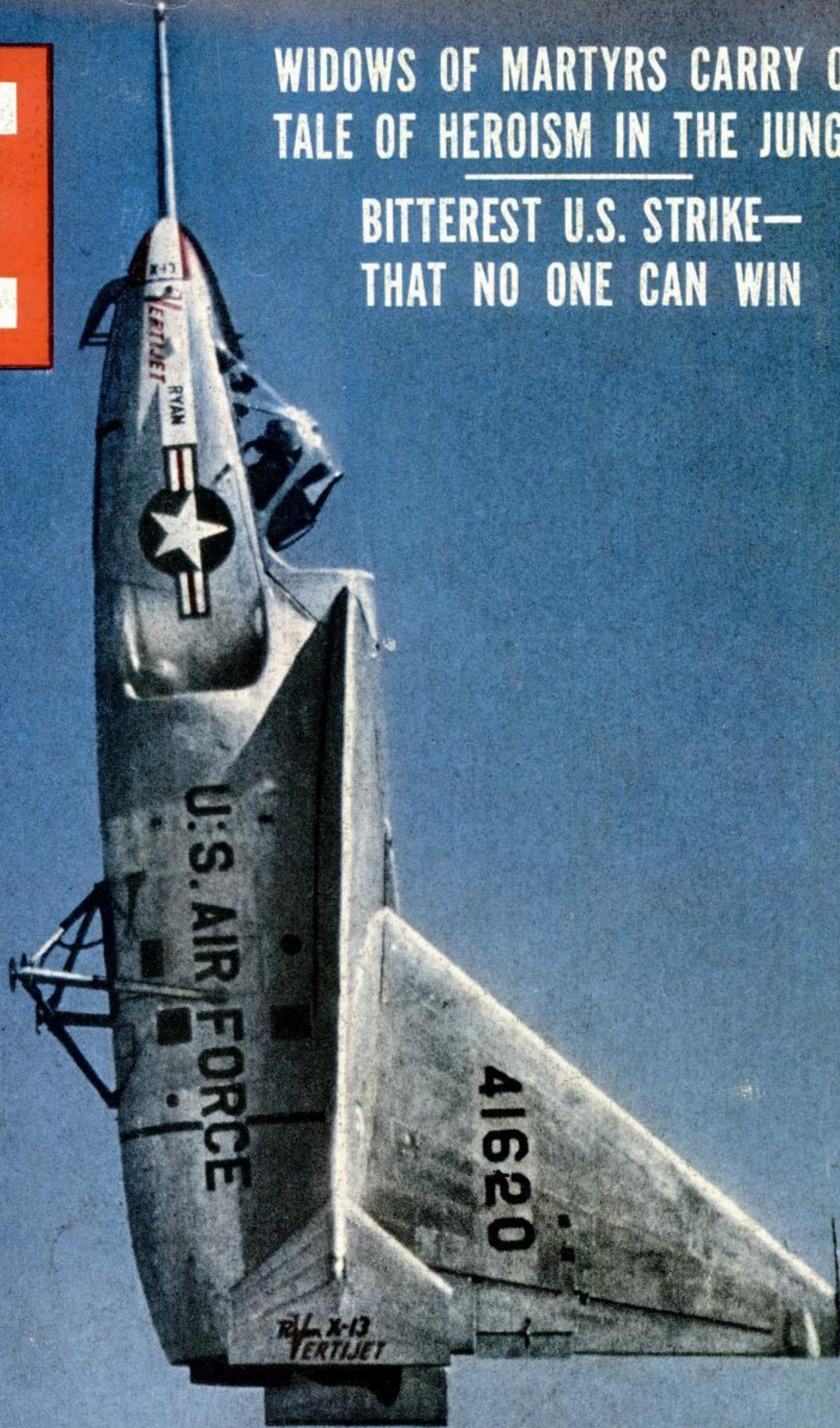


LIFE

WIDOWS OF MARTYRS CARRY ON:
TALE OF HEROISM IN THE JUNGLE

BITTEREST U.S. STRIKE—
THAT NO ONE CAN WIN



AIR FORCE UNVEILS
FIRST VERTIJET

20 CENTS

MAY 20, 1957

International
sets the
loveliest tables
in
America



All patterns made and silverplated by The International Silver Co., U. S. A.

Hold it! You can tell it's DeepSilver by the luxurious extra weight. Above, one of the choice patterns in DeepSilver, Danish Princess.

Holmes
&
Edwards

DeepSilver

A new concept of silverware! Lavished with **EXTRA** silver inside and out!*

Gives you so much more to be proud of—so much longer!

***EXTRA** . . . additional silver all over each and every piece.

***EXTRA** sterling inlaid where your table touches most-used forks and spoons.


EXTRA heaviness—more luxurious in your hand.

EXTRA serving pieces for more gracious entertaining.

Everything about DeepSilver is extra . . . extra rich, extra fine.

Never before has this silverplated flatware been made to such

luxurious standards. See for yourself. Look for the store with this

silver ingot  symbol of DeepSilver's extra quality. Then

ask for DeepSilver; hold it in your own hands. You'll understand,

immediately, why it costs a little extra. Buffet service for 8, \$125.



Captain Parker, one of 1600 American Airlines pilots, has flown millions of miles with Sinclair oil... not to mention the miles he has driven with Sinclair oil in his own car. Today, he flies the famed Mercury flights with DC-7 Flagships, the world's fastest airliners. For 23 years, American Airlines has relied on Sinclair Aircraft Oils exclusively. Its planes now fly more than 130,000,000 revenue plane miles a year with Sinclair Oil.

CAPT. FRANK PARKER HAS FLOWN MILLIONS OF MILES WITH SINCLAIR OIL

Do as the Airlines do—choose Sinclair...the best oil for your car

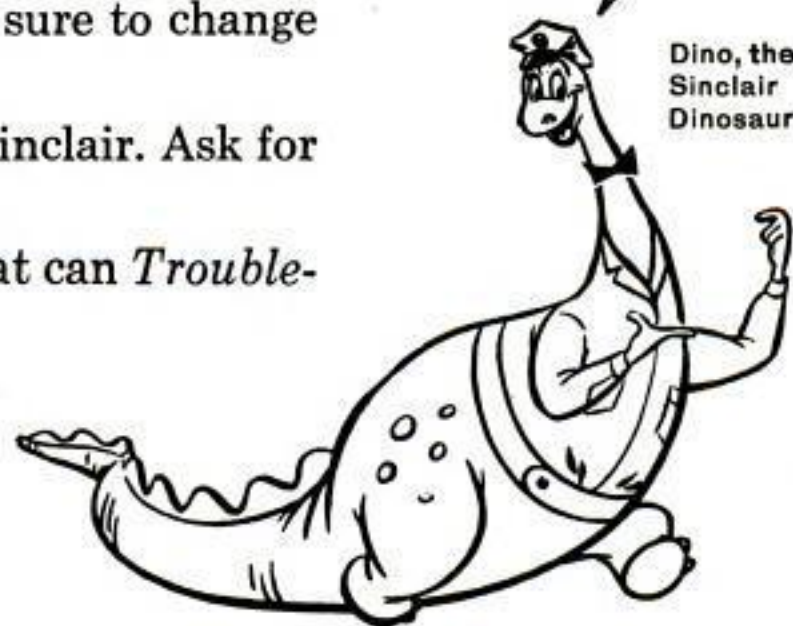
Did you know that nearly half the aircraft oil used by major scheduled airlines in the U.S. comes from *one* company...Sinclair!

Today, the same Sinclair Research that developed top-quality aircraft oil now brings you a revolutionary new motor oil for your car...an oil that lubricates so well, it can *trouble-proof your engine for 100,000 miles!* Just be sure to change the oil regularly at safe intervals.

To take the best care of your car, do as the airlines do — choose Sinclair. Ask for Sinclair Extra Duty Triple X Multi-Grade.

25,000 Sinclair Dealers in 36 states offer you the new motor oil that can *Trouble-Proof Your Engine for 100,000 Miles.*

DRIVE WITH CARE
AND BUY SINCLAIR



Dino, the
Sinclair
Dinosaur



This One



1Y1Y-3XQ-196L

Aerial eye-popper 136

A new jet plane, which hangs by its nose, takes off straight up and lands straight down, makes aviation history.



X-13 FLIGHT

Christian heroism 24

From Ecuador's jungles comes an inspiring story of missionary widows carrying on the work their husbands died for.



TEACHER AND INDIAN

College of all arts 92

U.S. interest in the arts finds large-scale expression at UCLA as 5,000 study everything from Mozart to movies.



EXPERT AND MODEL

Labor trouble's toll 146

Longest major strike in the nation—stubborn union vs. an unyielding employer—causes human havoc.



PICKET SIGN

Dodgers going, going 127

Owner's activity presages a Brooklyn Dodger move to the West Coast where rich Los Angeles is powerful temptation.



OWNER O'MALLEY

A dental blessing 65

A gadget-loving dentist invents a speed drill that revolves so fast it takes much of the pain out of dental work.



DRILL'S RESULTS

COVER

At Edwards Air Force Base in California the X-13 balances itself on its jet exhaust (see pp. 136-142)

THE WEEK'S EVENTS

- Martyred missionaries' widows return to carry on God's work in the Ecuadorian jungle. Photographed for LIFE by **Cornell Capa** 24
- Compassionate farewells in the Senate and at home to **Joe McCarthy** 34
- A Look at the World's Week** 36
- Colombia's dictator, Rojas, overreaches and finds himself en route to exile 43
- Rock 'n' roll is used to fight delinquency 51
- Gay trimmings for Red brass in Peking 55

EDITORIAL

- King Cotton—the royal nonesuch** 46

PHOTOGRAPHIC ESSAY

- Art rides high at a great university: 5,000 UCLA students dig for riches in creative fields. Photographed for LIFE by **J. R. Eyerman** 92

ARTICLES

- A drill that goes faster and lessens dental pain. By **William Miller** 65
- A long strike's human damage—neither side stands to win the bitter three-year battle of Kohler. By **Robert Wallace** 146

ART

- Bonanza for a museum—or a boner: Detroit's disputed Leonardo painting 56

MOVIES

- Enter **Battling Bacall**, who dives into a funny film fracas 79

CLOSE-UP

- A judicial firebrand: Judge John Peter Barnes of Illinois 85

ANIMALS

- Bear-hugging bear named **Teddy** 104

MODERN LIVING

- Club finds way to improve looks of wives 113

MEDICINE

- Japanese doctor answers distant call of U.S. islanders 119

SPORTS

- Owner O'Malley scouts a new home for the **Dodgers** 127
- Fireball boomerangs at **Herb Score** 135

FASHION

- Exports from Ireland 133

AVIATION

- The new Vertijet's straight-up flight: X-13 takes off like a rocket, lands tailfirst 136

PARTY

- A musical round robin ball 167

OTHER DEPARTMENTS

- Letters to the Editors 16
- Speaking of Pictures: rare auto photos by **Henry Ford** 18
- Miscellany: a cowed coed 170

© 1957 TIME INC. ALL RIGHTS RESERVED UNDER INTERNATIONAL AND PAN-AMERICAN COPYRIGHT CONVENTIONS. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

Following list shows sources from which pictures were gathered. Credits are separated left to right by commas, top to bottom by dashes.

- COVER—JOHN BRYSON FOR RYAN AERONAUTICAL CO. INSTITUTE OF ARTS—COURTESY UFFIZI GALLERY, FLORENCE
- 2—JOHN BRYSON FOR RYAN AERONAUTICAL CO.—CORNELL CAPA FROM MAGNUM—J. R. EYERMAN—FRANK SCHERSCHER—RALPH CRANE—JAMES BURKE
- 16—ALLAN GRANT, R. J. COLES COURTESY THEODORE ROOSEVELT COLLECTION, HARVARD UNIVERSITY
- 18, 19—COURTESY FORD MOTOR COMPANY ARCHIVES
- 24 THROUGH 33—CORNELL CAPA FROM MAGNUM
- 34—DRAWING BY ARTHUR SHILSTONE, FRANK SCHERSCHER—FRED L. TONNE FOR MILWAUKEE JOURNAL
- 36, 37—LT. BOT. PAUL SCHUTZER; CEN. BILL KUENZEL FROM INT.; RT. SERVO CORPORATION OF AMERICA
- 38—PARIS MATCH—RT. U.P.—RUDY ABRAMSON
- 43—BOT. PETER ANDERSON
- 44, 45—LT. U.P.; CEN. PETER ANDERSON—INT. PETER ANDERSON (2); RT. PETER ANDERSON EXC. BOT. INT.
- 51—CHICAGO DAILY NEWS EXC. BOT. RT. GREY VILLET
- 55—BRIAN BRAKE FROM MAGNUM
- 56—COURTESY THE DETROIT INSTITUTE OF ARTS
- 58—COURTESY THE DETROIT INSTITUTE OF ARTS, COURTESY UFFIZI GALLERY, FLORENCE—COURTESY THE DETROIT
- 60—COURTESY THE DETROIT INSTITUTE OF ARTS, COURTESY LIECHTENSTEIN GALLERY, VIENNA—COURTESY HANNS R. TEICHERT
- 65 THROUGH 76—JAMES BURKE
- 79—MGM EXC. CEN. GENE TRINDL FROM TOPIX
- 80—MGM
- 85 THROUGH 90—JOHN DOMINIS
- 104, 107, 108—N. R. FARBMAN
- 113, 114, 116—GREY VILLET
- 119, 120, 122—PAUL SCHUTZER
- 127—RALPH CRANE
- 128, 129—RALPH CRANE EXC. BOT. RT. BOB HENRIQUES
- 130—BOB HENRIQUES
- 133—MILTON H. GREENE
- 135—A.P.—RAY MATJASIC FOR CLEVELAND PLAIN DEALER—INT., A.P.
- 136 THROUGH 139—JOHN BRYSON FOR RYAN AERONAUTICAL CO.
- 140—DON CRAVENS
- 142—U.S. AIR FORCE
- 146, 147—FRANKLIN WALLICK FOR U.A.W., ARTHUR SHAY
- 148—KEN NITSCHKE
- 153—F.P.G.—U.P.
- 154—A.P.
- 156—ARTHUR SHAY
- 161—SHEBOYGAN PRESS
- 162, 164—FRANK SCHERSCHER
- 167, 168—N. R. FARBMAN
- 170—CARL HOWARD

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; A.P., ASSOCIATED PRESS; F.P.G., FREE LANCE PHOTOGRAPHERS GUILD; INT., INTERNATIONAL; U.P., UNITED PRESS. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO REPRODUCTION WITHIN THE U.S. OF PICTURES HEREIN ORIGINATED OR OBTAINED FROM ASSOCIATED PRESS.

LIFE, MAY 20, 1957

VOLUME 42, NUMBER 20

LIFE IS PUBLISHED WEEKLY BY TIME INC., 540 N. MICHIGAN AVE., CHICAGO 11, ILL. PRINTED IN U. S. A. ENTERED AS SECOND-CLASS MATTER NOVEMBER 16, 1934 AT THE POSTOFFICE AT CHICAGO, ILL. UNDER THE ACT OF MARCH 3, 1879. AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA, AS SECOND CLASS MATTER, SUBSCRIPTIONS \$6.75 A YEAR IN U. S. A. \$7.25 IN CANADA.

EDITOR-IN-CHIEF.....Henry R. Luce
PRESIDENT.....Roy E. Larsen

MANAGING EDITOR
Edward K. Thompson

DEPUTY MANAGING EDITOR
Robert T. Elson

ASSISTANT MANAGING EDITORS
Philip H. Wooton Jr.
George P. Hunt

John K. Jessup, CHIEF EDITORIAL WRITER
Charles Tudor.....ART DIRECTOR
Joseph Kastner.....COPY EDITOR
Marian A. MacPhail.....CHIEF OF RESEARCH
Ray Mackland.....PICTURE EDITOR

SENIOR EDITORS: Donald Birmingham, Gene Farmer, Jay Gold, William Gray, Kenneth MacLeish, Hugh Moffett, Tom Prideaux, Sam Welles.

STAFF WRITERS: Herbert Brean, William Brinkley, Roger Butterfield, Robert Coughlan, William Miller, John Osborne, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-White, James Burke, Edward Clark, Ralph Crane, Loomis Dean, John Dominis, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farberman, Andreas Feininger, Albert Fenn, Fritz Goro, Allan Grant, Yale Joel, Mark Kauffman, Robert W. Kelley, Dmitri Kessel, Nina Leen, Thomas McAvoy, Leonard McCombe, Francis Miller, Ralph Morse, Carl Mydans, Gordon Parks, Michael Rougier, Walter Sanders, Frank J. Scherschel, Joe Scherschel, Paul Schutzer, George Silk, Howard Sochurek, Peter Stackpole, Grey Villet, Hank Walker, James Whitmore, ASSISTANT PICTURE EDITORS: Frank Campion, Lee Eitington.

FILM EDITORS: Margaret Sargent, Nancy Bragdon, Barbara Brewster.

ASSOCIATE EDITORS: Oliver Allen, Ralph Graves, Mary Hamman, Enno Hobbing, Sally Kirkland, Marshall Smith, John Thorne, Keith Wheeler, A. B. C. Whipple, Warren Young.

ASSISTANT EDITORS: Robert Ajemian, David Bergamini, Earl Brown, Mathilde Camacho, Robert Campbell, Charles Champlin, Anne Denny, John Dille, Robert Drew, Terry Drucker, Nancy Genet, William Goolrick Jr., Muriel Hall, Patricia Hunt, Edward Kern, Landon Knight, Mary Leatherbee, Jeanne LeMonnier, James Lipscomb, Richard Meryman Jr., Jack Newcombe, Eleanor Parish, Joseph Roddy, Albert Rosenfeld, David Scherman, Dorothy Seiberling, Mary Lou Skinner, John Stanton, Valerie Vondermuhl, Loudon Wainwright.

REPORTERS: Michael Arlen, Elizabeth Baker, Mary Elizabeth Barber, Margaret Basett, Laura Bell, Patricia Blake, Peter Bunzel, Margery Byers, Vivian Campbell, Helen Carlton, Barbara Cumiskey, Laura Ecker, Barbara Ellis, Diana Fetter, Kim Frease, Joan Gibson, Frances Glennon, Lee Hall, Kathleen Hampton, Terry Harnan, Judith Holden, Monica Horne, Alison Kallman, Nancy King, John MacDonald, Joann McQuiston, Jane Nelson, Loretta Nelson, Clara Nicolai, Sheila O'Connor, Charles Osborne, John Osmundsen, William Pain, Patsy Parkin, Patricia Phillips, Maya Pines, Norman Ritter, Elynn Schiff, Kathleen Shortall, Ruth Silva, Jeanne Stahl, Helga Staufenberger, Marion Steinmann, Jean Strong, Marian Taylor, Lucy Thomas, Terry Turner, Don Underwood, Marilyn Wellemeyer, Thomas Wheeler, Margaret Williams, Jane Wilson, Alix Witteborg, Linda Wolfsey, Sharon Workman, Caroline Zinsner.

COPY READERS: Helen Deuell (Chief), Dorothy Ilson, Lu Burke, Barbara Fuller, Virginia Sadler, Marguerite Scheips, Suzanne Seixas, Rachel Tuckerman.

LAYOUT: Bernard Quint, David Stech (Associate Art Directors), Margit Varga, Robert Young (Assistant Art Directors), William Gallagher, Hilde Adelsberger, Matt Greene, Earle Kersh, Albert Ketchum, Anthony Sodaro, Richard Valdatti, John Woods.

PICTURE BUREAU: Natalie Kosek (Chief), Mary Carr, Betty Doyle, Margaret Goldsmith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J. Sumits (Chief), George Karas.

PICTURE LIBRARY: Alma Eggleston (Chief), Doris O'Neil, Alberta Kreh.

U.S. & CANADIAN NEWS SERVICE: Lawrence Laybourne (Chief of Correspondents), Irene Saint, Tom Carmichael, Helen Fennell, Marshall Lumsden, George McCue, WASHINGTON: James Shepley, Donald Wilson, Mary Cadwalader, Will Lang, Don Schanche, Hugh Sidey, Henry Suydan Jr.; CHICAGO: T. George Harris, Roy Rowan, Jane Estes, Leon Jaroff, John McDermott, William Trombley; LOS ANGELES: Frank McCulloch, John Jenkinson, Shana Alexander, James Goode, Frank Pierson, Davis Thomas, David Zeitlin; ATLANTA: Harry Johnston, Robert Mason, Richard Stolley; BOSTON: William Johnson, Wilbur Jarvis; DALLAS: Willard Rappleye Jr., Jane Scholl; DENVER: Barron Beshoar, Bayard Hooper; DETROIT: Norman Nicholson, Richard Anthony; SAN FRANCISCO: Richard Pollard, John Porter; SEATTLE: Robert Schulman, Russell Sackett; OTTAWA: Arthur White, Ruth Mehrtens; MONTREAL: Byron Riggan; TORONTO: Murray Gart; CALGARY: Ed Ogle.

FOREIGN NEWS SERVICE: Manfred Gottfried (Chief of Correspondents), John Boyle, George Caturani, LONDON: Max Ways, Norman Ross, Beatrice Dobie, Ruth Lynam, Robert Morse; PARIS: Frank White, Milton Orshelsky, George Abell, Anne Chamberlin, Timothy Foote, Gabrielle Smith, David Snell; BONN: Edward Hughes, John Mulliken; ROME: Walter Guzzardi, Dora Jane Hamblin; ATHENS: Donald Burke; ISTANBUL: Robert Neville; BEIRUT: John Mecklin; NEW DELHI: James L. Greenfield; HONG KONG: James Bell, Scot Leavitt; TOKYO: Curtis Prendergast, Alexander Campbell; MEXICO CITY: Richard Oulahan Jr.; GUATEMALA CITY: Harvey Rosenhouse; RIO DE JANEIRO: Piero Saporiti; BUENOS AIRES: Phillip Payne.

PUBLISHER.....Andrew Heiskell
ADVERTISING DIRECTOR....Clay Buckhout

New medical anti-dandruff formula...for men and women

Clears up the severest dandruff *...with just 3 applications!*

Theradan is not a shampoo! Is not a tonic!
Bristol-Myers' new Theradan penetrates and removes
hard scaly crust from your scalp
... to stop new dandruff before it starts.

Like any man or woman who suffers from dandruff, you may doubt that it can be *controlled*—much less *eliminated* for long periods.

But Theradan is *not* just another tonic—*not* a "medicated" shampoo you wash right out. You don't have to use it every day or every week. Theradan is a new kind of medical treatment, containing penetrating *Sarthonate*. It is made by an established maker of pharmaceuticals. And you can get Theradan *without* a doctor's prescription.

Here's how Theradan works

Theradan goes far beyond the ordinary preparations that only remove *loose* dandruff. Such preparations can't touch the layer of hard scaly crust that sticks to the scalp and keeps forming *new* dandruff flakes. But Theradan *removes* this layer.

Simply apply Theradan to the scalp. Unlike so-called "dandruff-treatment" shampoos which you wash right out, *Theradan stays on long enough for the medicine to do its work*—usually from ½ hour to 1 hour. In a very severe case, it can

stay on the scalp as long as needed.

Theradan's penetrating Sarthonate gently and surely loosens scaly crust...lifts it from your scalp. Thus Theradan leaves your scalp really clean and scale-free—stops further dandruff before it starts!

Eliminates dandruff for 1 month to 4 months

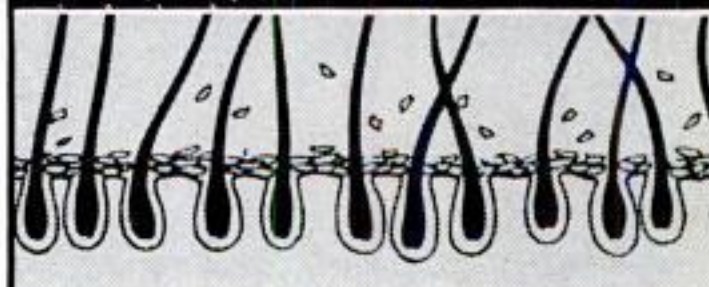
Theradan surprised skin specialists who used it on their patients. In 20 months of testing, it was completely effective in dandruff cases so severe that even strong prescription remedies failed to give adequate relief. With Theradan, none of these men and women had dandruff again for 1 month to 4 months.

Kills scalp germs, ends itching

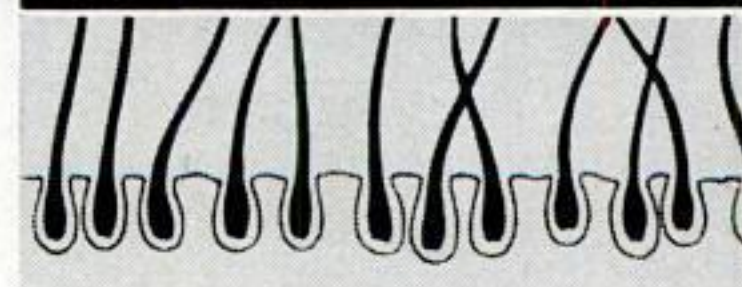
Theradan kills scalp germs associated with dandruff—ends the itching and burning. In addition, it leaves hair cleaner-looking, lustrous, with no unpleasant odor.

If you have dandruff, get new Theradan from your neighborhood store today and use it with confidence. See what relief it is to be able to keep free from dandruff for months!

HOW THERADAN KEEPS YOU FREE FROM DANDRUFF FOR MONTHS



Shampoos, tonics, ordinary preparations remove *loose* dandruff but leave a hard crust of dandruff scales on your scalp to form *new* flakes in less than a week.



Theradan with Sarthonate penetrates the scaly crust and lifts it off—leaves your normally healthy scalp free from dandruff for 1 month to 4 months!

NOTE TO PHYSICIANS

The statements in this advertisement are supported by controlled clinical tests. For a report of these tests, write Medical Director, Bristol-Myers Co., Dept. L-57, 630 Fifth Ave., New York 20, N.Y.

Theradan

TRADE MARK

with exclusive penetrating ingredient, Sarthonate

T.M.



5½ OZ.
\$2.00

From the pharmaceutical laboratories of Bristol-Myers, makers of Bufferin®



SON PETER TREATS MOM to breakfast-in-bed on day off. Resting against a luxurious Foamex pillow, Arlene gets the "balanced" comfort of a Foamex mattress, with exclusive Form-Fitted construction that distributes curve-

conforming Foamex in proportion to your body-weight, gives sturdy (but gentle) support to heavier mid-section; buoyant (but firm) support to lighter head and limbs. Mattresses of Firestone Foamex start as low as \$59.75!

meet the star of **HOME** in her own home!

Follow Arlene Francis—renowned leading lady of the NBC-TV "Home" Show—as she shows how Firestone Foamex "Home Comfort Specials" brought new comfort and enchanting new beauty to her own home—and will to yours, too! **Firestone FOAMEX®**



ARLENE SPENDS HAPPY HOURS with husband, Martin Gabel, in this lovely room. Every sofa and chair is cushioned with Foamex to assure wear-free, care-free comfort and beauty for years . . . without lumps and sags! Visit your local store for the many "Home Comfort Specials" on sale now!



HERE'S HOW ARLENE KEEPS HER MIND OFF TV when she's "off camera." That's a prized chair she's re-doing with supremely comfortable Foamex cushioning. Your upholsterer will show you how Foamex can breathe new life into your own favorite chair or sofa . . . at a low price.



WATCH "HOME" FOR MONEY-SAVING SPECIALS! Arlene announces "Home Comfort Specials" on her TV show. You'll be amazed at the opportunities to add comfort and beauty to your home at low cost. Your local NBC-TV station will list nearby stores featuring these values.

ENJOY THE "VOICE OF FIRESTONE" ON RADIO & TV MONDAY EVENINGS OVER ABC. SEE ARLENE FRANCIS DEMONSTRATE FOAMEX FORM-FITTED COMFORT ON NBC-TV'S POPULAR, DAYTIME "HOME" SHOW.

This is the house that trucks built...



At first, it was only a hole in the ground—
A dump truck went off with the dirt in a mound.



Here's the foundation, with strength and to spare;
A transit-mix truck brought the wet concrete there.



Its timbers and flooring—in fact, *all* its wood
Was hauled from the forests by truck.
(What else could?)



The furniture, carpets, the home needs galore—
Were it not for this van, would be still in the store!



The food on the table, Dad's suit, Mother's dress—
All made their appearance by motor express.



There's always hot water for son and for sire:
A tank-truck delivers the fuel for the fire.



The garden is pretty. Its shrubs and its trees
Were brought in a pickup—there's wide use for these.




And daily, though weather is wet—or it's shivery—
The family milk's brought them by predawn delivery.



While via the school bus, kids seek educations,
Dads reach, in a transit bus, business locations.

So just look around you and think of your luck—
How much of your living you owe to the TRUCK!



Sponsored in behalf of the  THE AMERICAN TRUCKING INDUSTRY
by GMC TRUCK & COACH—A General Motors Division

SHELL FROM A TO Z — AN ALPHABET

C is for Caduceus



You've often seen this symbol of a doctor. In his profession, petroleum is important — not just for gasoline, but medical products, too. Shell makes possible many new anesthetics, antiseptics, antibiotic solvents, and other medical marvels to help all of us live to riper old ages.

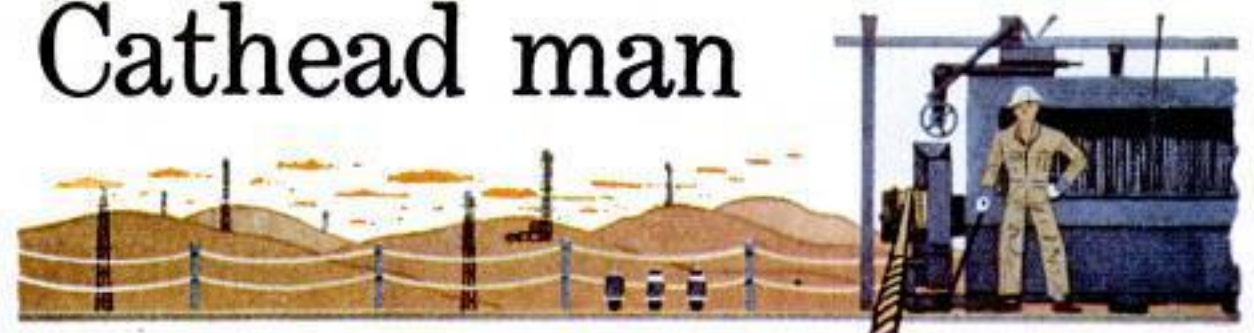


Camera

"Watch the birdie," and you'll see Shell at work—in the plastic parts of today's cameras, and in the film itself. Shell solvents help film emulsions do their job to perfection—if you have the right light and focus.



Cathead man



This oilman—with a perfectly normal head like your own—handles a winch, or cathead, on an oil drill rig. Cathead man, driller, roustabout—the whole crew work together like a drill team to bring you more oil.

OF GOOD THINGS ABOUT PETROLEUM

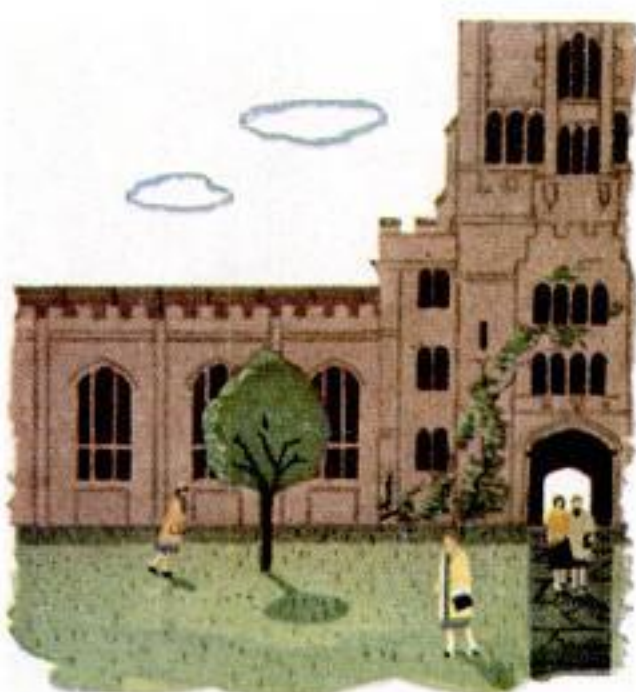
Christmas tree

With a small "c," it's the equipment that controls the flow of oil or natural gas from a well-head. Oil from Shell christmas trees could end up as synthetics for a sweater or plastics for a toy fire engine — two gifts to go under a capital "C" Christmas tree next Dec. 25th.



College

Ninety high school teachers are going back to school this summer and Shell will foot the bill. They're winners of Shell Merit Fellowships, awarded yearly to outstanding science and mathematics teachers. Our world needs the scientific brain power that can come from their classrooms.



Cosmetics

1,583 products and processes call for glycerine — one of the most widely used chemicals known. It comes closest to you as the base for lipsticks, creams and rouges. Shell fits in this pretty picture because we invented the way to make glycerine from petroleum—a new supply for cosmeticians.



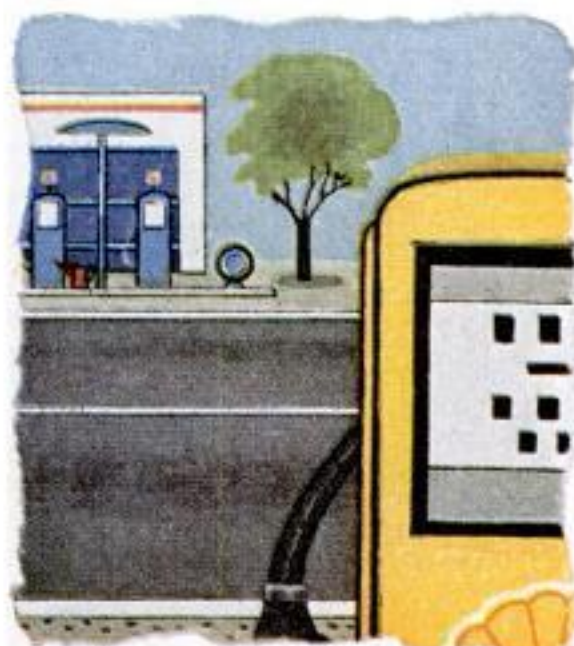
Credit card

With a Shell credit card you get your tank filled, your car serviced without the risk and inconvenience of carrying cash. A credit card helps you keep track of transportation costs. Thousands of drivers find it a bargain in driving convenience and pleasure.



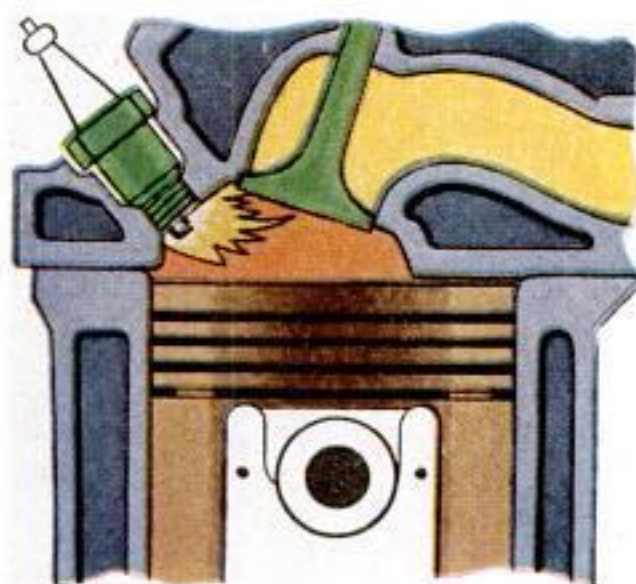
Competition

This beat-'em-to-it urge keeps oil men hunting new oil sources, and trying to develop the best oil products at the best price. Example: the wide choice of service stations where you live. Oil company competition is good for you.



Compression

We all know about the advances in today's new cars and their new high compression ratios. But what about the comparable advances in fuels? Back in 1953 Shell started the trend toward modern gasoline by adding TCP — still "the most powerful gasoline any car can use!"



Consider the expression "follow-through." Pioneers lived by it. In the early days, the cabinetmaker selected his wood fresh from the forest. He seasoned it. He carved, worked and finished the wood by himself. It was in his nature to follow his craft from A to Z. And so it is with Shell—all the way from well to pump or store, which often means to you. It's in our nature, too, to finish what we start—to make sure that each step is careful and right. And although we have no cabinetmakers who can do all jobs well, there are almost 40,000 Shell people who do hundreds of A-1 individual jobs. They're 40,000 reasons why Shell can follow through on a thousand and one good things for you every day.

Sign of a better future for you

THE SHELL COMPANIES





COPYRIGHT 1956, ARMOUR AND COMPANY

For really good cheese dishes there's a better cheddar stamped "Miss Wisconsin"

Here is a natural cheddar carefully aged and tested all the way. From the age of three days until maturity many months later, these choice cheddars undergo subtle, slow changes in flavor and texture. ★ Cheese men taste and test them for the right "bite" for *sharp-aged*, the exact mellowness for *medium-aged*, the precise delicacy for *mild*. ★ Sliced or in wedges, Miss Wisconsin adds splendor to a sandwich, special character to a cheese dish. ★ How long since you've tasted *real* cheese?



MONEY DOES IT!

Right now, on larger amounts, Mutual Of New York offers you

LIFE INSURANCE AT A DISCOUNT!



HERE'S HOW IT WORKS

Right now, on nearly all types of life insurance for individuals, MONY offers you discounts on bigger policies with face amounts of \$5,000 to \$10,000, and an even larger discount when the policy is for \$10,000 or more. You save, just as you save when you buy the larger-size packages at your grocery store. For examples

of premium discounts, see table on right.

And a new easy way to pay! If you have a Regular Checking Account, you can arrange with many banks to have your monthly premium of \$10 or more deducted automatically with our new plan called "MONY-MATIC."

Policy Face Amount	Premium Discount	How much less you pay...	
		in 10 Yrs'. Premiums	in 20 Yrs'. Premiums
\$ 5,000	\$1.25 per \$1,000	\$ 62.50	\$125.00
7,000	1.25 per 1,000	87.50	175.00
10,000	2.00 per 1,000	200.00	400.00
15,000	2.00 per 1,000	300.00	600.00
20,000	2.00 per 1,000	400.00	800.00

MUTUAL OF NEW YORK

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK, NEW YORK, N. Y.

Life Insurance—Accident and Sickness—Hospitalization—Retirement Plans... FOR INDIVIDUALS AND EMPLOYEE GROUPS

MONY offices are located throughout the United States and in Canada.

MONY TODAY MEANS MONEY TOMORROW!



- Mutual Of New York, Dept. L-57A
- Broadway at 55th Street, New York 19, N. Y.

I would like free information about MONY policies to meet my needs checked below:

- ☐ Family Protection
- ☐ Income for my Retirement
- ☐ Insurance for my Mortgage
- ☐ Money for College
- ☐ Insurance for my Wife or Children
- ☐ Business Insurance

Name _____

Address _____

City _____ County _____ State _____
or Zone _____

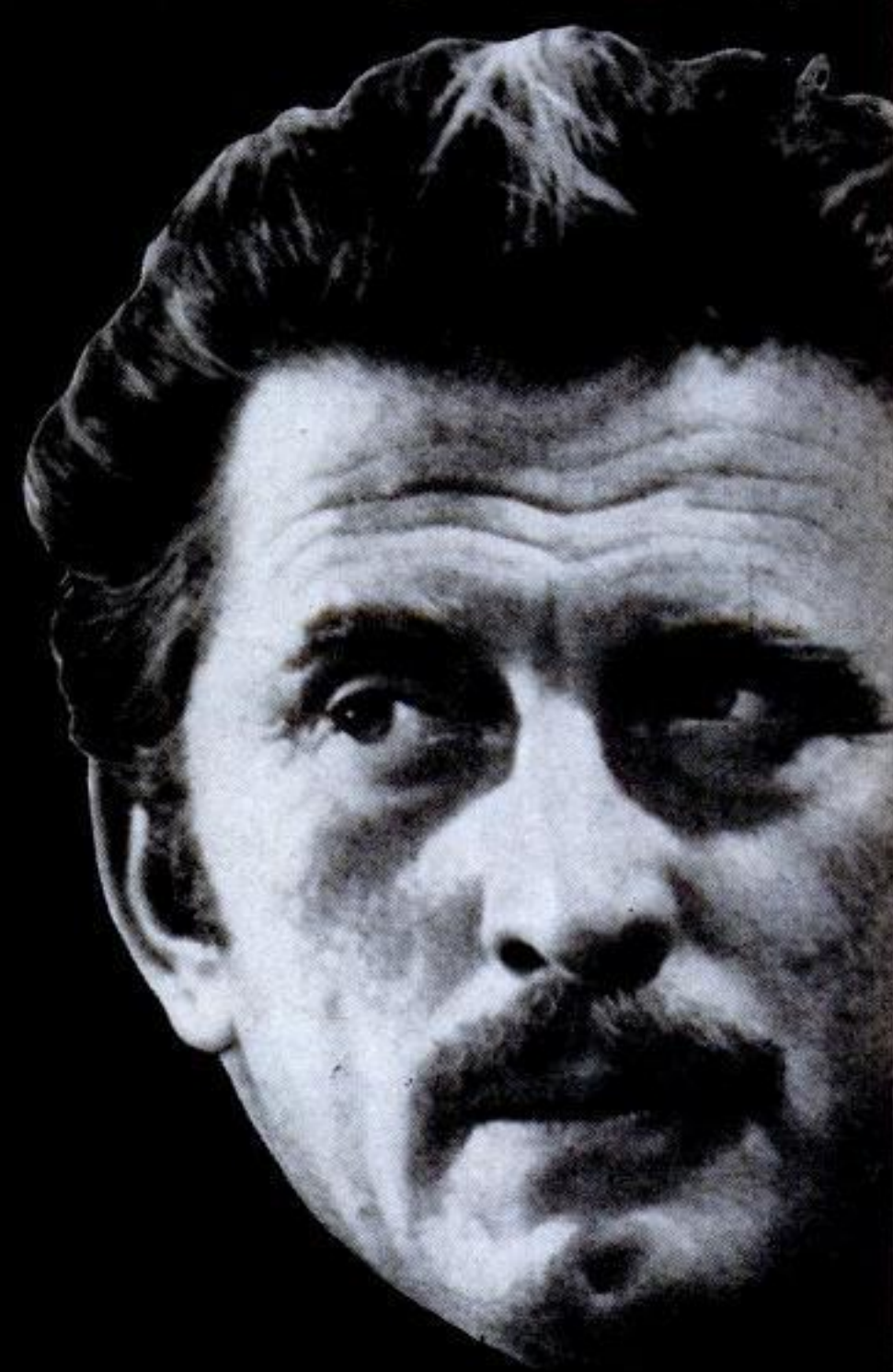
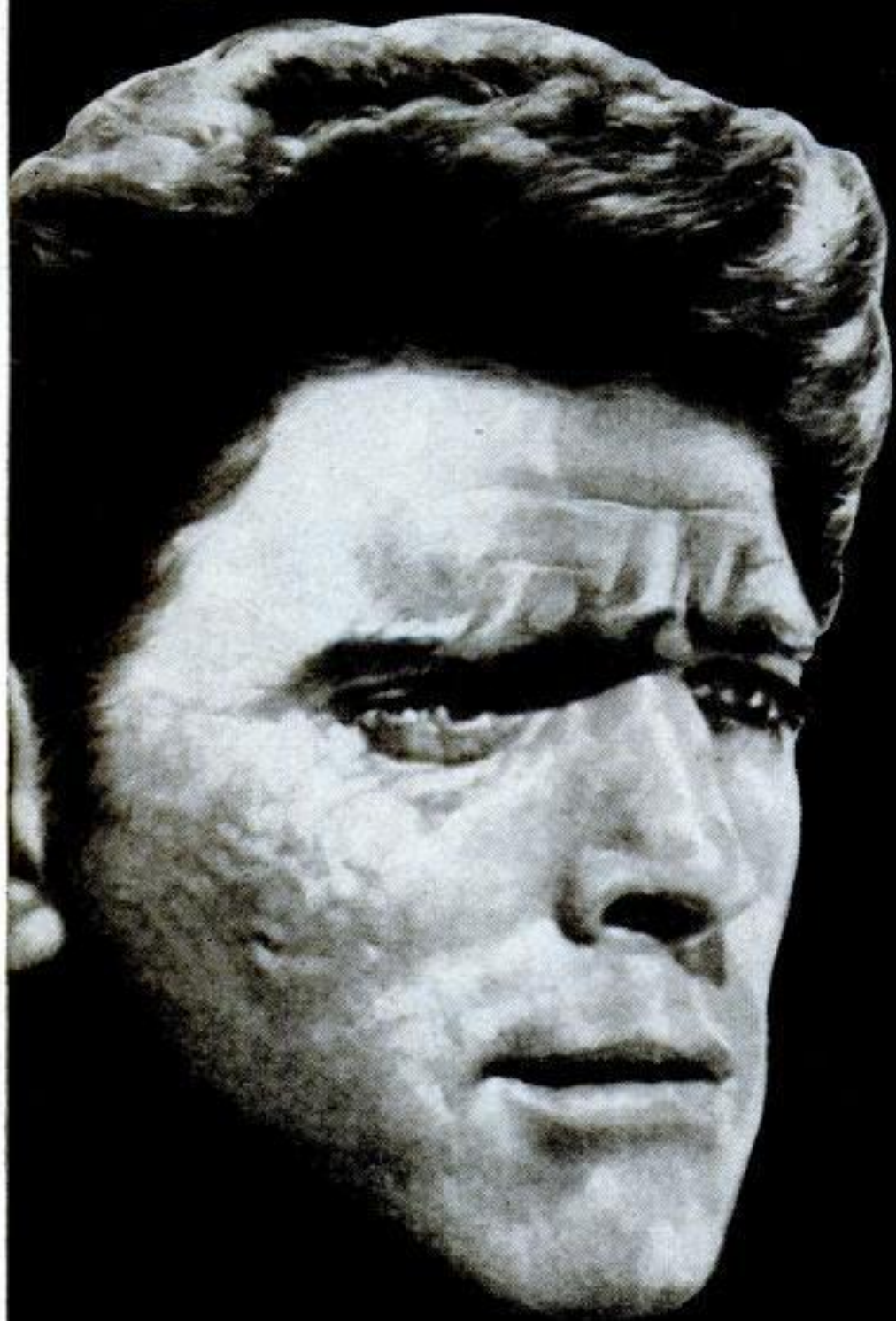
Occupation _____ Date of Birth _____

THE STRANGEST ALLIANCE THIS SIDE OF HEAVEN OR HELL...

between the most famed of lawmen and the most feared of gambler-badmen reached its climax that deadly day in Tombstone!



BURT LANCASTER • KIRK DOUGLAS



IN
HAL WALLIS'
PRODUCTION OF

GUNFIGHT AT THE O.K. CORRAL

Co-starring RHONDA FLEMING • JO VAN FLEET • JOHN IRELAND

Directed by JOHN STURGES • Screenplay by LEON URIS • Music Composed and Conducted by Dimitri Tiomkin • A PARAMOUNT PICTURE • TECHNICOLOR® VISTAVISION®



EACH MONTH, as a member of The Heritage Club, you will receive one of the great classics of literature in a beautiful, *beautiful* edition. It may be a title you will welcome as an old friend, or one that you've been meaning to read. It will be a book of lasting quality, handsomely bound and designed, illustrated by a renowned artist. Often it will be freshly translated and always it will be printed in fine readable type on a quality of paper which has been tested to insure a life of at least two centuries.

You may expect fine editions like these to be very costly. Especially so, when you consider their expensive dress. Here's the good news: The Heritage Club books, despite their obvious quality, cost no more than the ordinary novels you read once and never look at again; \$3.95 to members and only \$3.55 if paid for in advance. An added PLUS is the book you receive FREE with your membership. Isn't it really a perfect plan for enriching *your* library with books that will make it a showcase of beauty and a joy forever?

MEMBERSHIP ROLLS are open once again. This is indeed a vintage year to join The Heritage Club. Each month you can look forward to the pleasure of receiving in your mail one of these beautiful Heritage editions (to mention but a few):

"*Sherlock Holmes: The Later and Final Adventures.*" Arrangements have been made with the Estate of Sir Arthur Conan Doyle to complete our Sherlock Holmes in two volumes and this eagerly awaited set will then be available in its Heritage edition for the first time! This edition will be issued with all of the original drawings gathered from English and American sources.

"*The Koran.*" A selection of the Suras translated for Western readers by Prof. Arthur Jeffery. Embellished with decorations in color by Valenti Angelo.

"*Mont-Saint-Michel and Chartres*" by Henry Adams, illustrated with photographs taken by Samuel Chamberlain following the Adams itinerary.

"*The Picture of Dorian Gray*" by Oscar Wilde, illustrated with drawings and portrait paintings in full color by Lucille Corcos.

"*Poems of Heinrich Heine.*" The selection and translation by Louis Untermeyer with illustrations in color by Fritz Kredel.

IF, FOR ANY REASON, you do not want a particular title, you are given a list of some three dozen Heritage books-in-print from which you may select a substitution.

FILL OUT the coupon below and mail it promptly to The Heritage Club. You will receive a Prospectus fully descriptive of all of the books in the Twenty-second Series.



What do your books say about you?

Books are born gossipers. Sitting innocently on your shelves they reveal much about your taste and your background. Undoubtedly, you acquire books that speak well of you. Everyone who cares about books does. We feel, however, (and we may be prejudiced) that belonging to The Heritage Club is the most sensible way to collect books which will bring you tremendous reading pleasure and a warm pride of ownership.



TO MAKE ALLUREMENT DOUBLY LURING

FREE! When you become a member, choose one of these books without cost: "*Twenty Thousand Leagues Under the Sea*" by Jules Verne. Illustrated with colored gravures by that magnificent artist of the sea, Edward A. Wilson. OR: "*Peer Gynt*" by Henrik Ibsen in the authorized translation into English by William and Charles Archer. Illustrated with wonderfully imaginative paintings by the world famous Norwegian artist, Per Krohg.

TO: The Heritage Club

595 Madison Avenue, New York 22, N. Y.

Please send me your Prospectus, describing the books which you will distribute to the Members in the coming twelve months and the substitution books I may choose from. I understand you will now reserve a membership for me awaiting my application and that if I become a member, I will be entitled to have a copy of either *Twenty Thousand Leagues Under the Sea* or *Peer Gynt* without cost.

NAME _____

ADDRESS _____

CITY _____ STATE _____

L-22

WORLD'S FIRST TAKE-HOME AIR CONDITIONER

...new PHILCO $\frac{3}{4}$ -hp Bantam 12—smallest room air conditioner made!



Here's the best hot-weather news you've ever heard!

Philco brings you an air conditioner so small you can carry it home—yet it's a giant in cooling capacity.

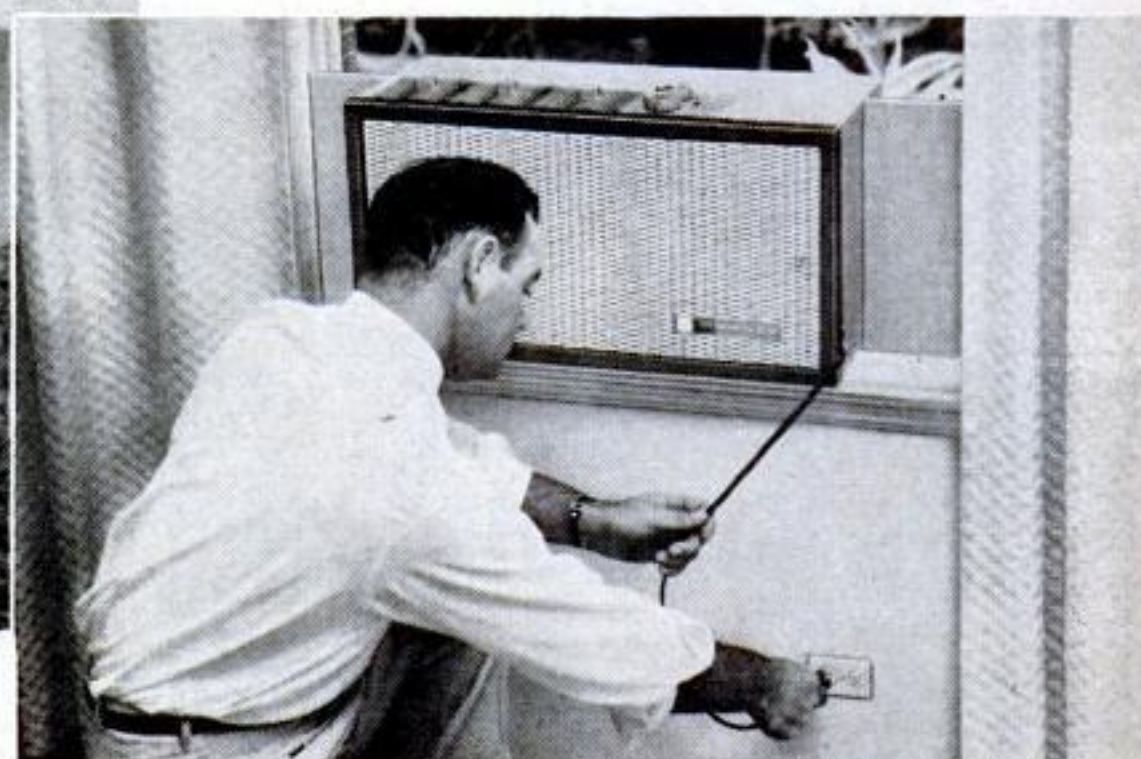
Install the $\frac{3}{4}$ -hp Philco Bantam 12 in only 15 minutes. You can even do it yourself! Then sit back and forget about heat and humidity.

There's never been anything like the Bantam 12. It does everything bulky, old-fashioned air conditioners can do. Yet all this comfort and compactness costs less than most ordinary $\frac{3}{4}$ -hp units.

Start being comfortable today! See or telephone your Philco dealer this very minute. Tell him you want a Philco Bantam 12 right away.

**TAKE IT HOME TODAY
BE COOL TONIGHT!**

You can install it yourself. Only four screws are needed to hold the Philco Bantam 12 in place. Everything you need comes in the box. Meets most landlord requirements; runs on ordinary house voltage (110-115v), takes less current than a toaster!



PHILCO MODEL A-882-2

Big capacity cooling— $\frac{3}{4}$ hp. The new Philco Bantam 12 has all the luxury features you find on big air conditioners—2-speed fan, Automatic Temperature Control, adjustable grilles.

LOOK AHEAD... *and you'll choose* **PHILCO.**



For strawberries' lightest topping...

NEWS! You can whip Carnation Instant!

Calorie-light, too! 1¢ a serving!

Never before whipped topping so deliciously *light*! And it's actually $\frac{2}{3}$ lighter in calories!

The secret is Carnation Instant, amazing new *pure crystal* form of freshest nonfat milk. "Magic Crystals" that *whip*, for new light topping – and for the *best* chiffon pies and frozen desserts you've ever made! Use whipped Carnation in place of whipped cream in any recipe. Easy whipping directions on the package.

Carnation Instant "Magic Crystals" mix instantly and completely in ice-cold water. With fresh, delicate flavor, delicious for drinking. Or for cooking, baking – no special recipes needed. Rich in all the great essential protein, natural calcium and B-vitamins of fresh whole milk.

Look for Carnation – the *only* "Magic Crystals" Instant – today, in the package with the easy-pour spout. Convenient 3-qt. and economical 8-qt. sizes.

For drinking, cooking, baking, whipping...NOW SAVE MONEY ALL FOUR WAYS!



From

Bassett

Beautiful rooms for the bride and groom...



VANITY GROUP—simple, graceful. Shown here in the other available finish—Pumice.



Bedroom pieces include double dresser, triple dresser, chest, bachelor chests, and vanity group.

The DENMARK GROUP

so easy to own

IN THE DENMARK GROUP, Bassett brings you that much-wanted Scandinavian simplicity—and the price is scandalously low! Straightforward lines and richly finished walnut are just the beginning of the Denmark story. What's so surprising is the wealth of fine detail—the louvered fronts on dressers, buffets, chinas; the slim legs and spreaders, trimmed with a touch of brass.

Every Denmark piece bears the skillful stamp of Bassett's fifty-four years of furniture-making. See the Denmark Group now, in furniture and department stores all over the country! Over fifty different Bassett Modern, Traditional, and Provincial suites to choose from. Prices range from \$149 to \$399 for complete bedroom or dining room suites.

Send 20c for set of folders to: BASSETT FURNITURE INDUSTRIES, Dept. D, Bassett, Va. World's largest Manufacturer of Bedroom Furniture.



Dining pieces include the breakfront china shown, a smaller china, two buffets, and a serving chest, as well as three different tables.



Drawers center-guided to slide smoothly. Waxed interiors, dust-proof construction.



Extensible Steelslides on dining tables—won't sag—open smoothly, easily in any climate.



Du Pont high-gloss finish, hand-rubbed. Pittsburgh Plate Glass mirror.



Look in left-hand dresser or buffet drawer for Bassett seal—your guarantee of quality.

the
Social Security
 that pays off
 every day—



Old Spice

STICK DEODORANT

... gives you absolute security, all day, every day. Contains THIOBIPHENE* the most effective anti-bacteria agent. So quick and clean... melts in instantly. No messy cream... no runny liquid... no sticky fingers. Gives you Social Security in just 3 seconds! 1.00 plus tax

OR IF YOU PREFER A SPRAY

... the same unique deodorant properties are now in the new OLD SPICE SPRAY DEODORANT. Travel-light plastic bottle, 1.00 plus tax.



SHULTON
 NEW YORK • TORONTO

*Trademark

LETTERS TO THE EDITORS

THE DRAG RACING RAGE

Sirs:

The 57,000 members of The National Hot Rod Association and all their friends join me in thanking you for your excellent portrayal of the sport of drag racing ("The Drag Racing Rage," LIFE, April 29).

WALLY PARKS
President

National Hot Rod Association
Los Angeles, Calif.

Sirs:

If we legalize drag racing we also legalize murder and suicide.

MRS. DAVID SPICHER

Hingham, Mont.

Sirs:

Automotive bluenoses like Bernard R. Caldwell are guilty of the worst sort of bigotry when they lump safe, well-organized hot-rodding, as exemplified by the N.H.R.A., together with the untutored young accident-prones who call a car a hot rod after the fenders are removed.

JUDSON S. JAMES

Whittier, Calif.

Sirs:

These "car-crazy" kids would be better fitted for humanity if they were in bicycle or skating races.

HANS OHRT

Beverly Hills, Calif.

Sirs:

Enjoyed your article very much but you neglected to show any true out-and-out dragsters, which are built strictly for this competition.

JOHN TREVISANO

Pasadena, Calif.



AN OUT-AND-OUT DRAGSTER IN ACTION

AIR MYSTERY IS SOLVED

Sirs:

"Air Mystery Is Solved" (LIFE, April 29) should do much to dispel the unjust criticism directed at the CAA controllers after this collision.

As an airport traffic controller I am keenly aware of the problems involved, and deeply concerned. It is encouraging to find an article which portrayed so vividly the awesome responsibility shared by the controllers and pilots.

ED GILLET

Miami, Fla.

Sirs:

The "mystery" being bandied about never really existed at all. We have many more documented facts

than we had shortly after the collision, but they only serve to make even more unpleasant the basic fact that was clearly evident soon after the first reports began coming in: the airline pilots involved simply weren't looking where they were going, so they ran into each other.

MAX KARANT
Vice President

Aircraft Owners and Pilots Association
Washington, D.C.

Sirs:

Your article leaves one major mystery unexplained. Since when is 21,000 feet "almost three miles up"?

TED DOEHRER

Nashville, Tenn.

● When the plane is over the Grand Canyon, itself 7,000 feet above sea level.—ED.

A TIME OF TROUBLE IN TOE VALLEY

Sirs:

I'm surprised God himself didn't roar an objection from the lips of Mrs. Dan Autrey of Toe Valley ("A Time of Trouble in Toe Valley," LIFE, April 29) when her own counsel, North Carolina State Solicitor J. Allie Hayes, stated that "he didn't want to see anybody go to jail"—and in front of a judge and jury too!

GILBERT J. WITTE

Norwood, Ohio

EDITORIALS

Sirs:

When Kadar disappears and the Hungarians are free again I hope they will build in Budapest a great memorial in gratitude to such sincere friends as the editors of LIFE and inscribe on its walls your editorial, "Hungary—Lest We Forget" (LIFE, April 29).

STEPHEN W. MATICA

Los Angeles, Calif.

Sirs:

Americans must write their Congressmen—to tighten rather than loosen the immigration laws.

Australia is asking for immigrants. Why cannot the Hungarians go there?

MRS. J. M. MASK

Dallas, Texas

Sirs:

Your editorial, "Russia's Big Depression," on Russia's repudiation of her bonds states how Americans would react to repudiation by our government. Let's look at the record.

When it devalued the dollar in 1934, the United States refused to pay its bonds in gold as promised and gave only inconvertible paper currency devalued by 40%. All of the justices of the Supreme Court held such refusal to be repudiation. Five members of the Court held that even though it was repudiation, the bond holder could not recover. Four justices said that our government could not escape its obligation and said: "Loss of reputation for honorable dealing will bring us unending humiliation; the impending legal and moral chaos is appalling."

Did the American people march on Washington?

PAUL BAKEWELL JR.

St. Louis, Mo.

Sirs:

Your editorial is very amusing. You state that from two weeks to a month's wages are taken by the government before the Russian worker is paid.

Why don't you do an editorial on how our "great" government manages to take \$70 billion on an average every year. We don't get any interest on these billions either.

How many weeks a year do you work for income taxes?

THOMAS R. WETHERALL

Chicago, Ill.

LABOR VIOLENCE ON LOCAL LEVEL

Sirs:

In 1947 I moved my family to Scranton, Pa. from Boston. The more than 10 years in Scranton have been extremely happy for all of us ("Labor Violence on Local Level," LIFE, April 29).

Like any other city we have our problems, but I can

assure you that racketeering will never be as great a problem here as it is in most cities of comparable size.

JOSEPH W. HOWELL

Scranton, Pa.

LEAP FROM STARTLED DEVILFISH

Sirs:

One afternoon I was very close when a big manta put on its act and I saw the reason why ("Startling Leaps from Startled Devilfish," LIFE, April 29). The tremendous impact with the water dislodged forcibly several large remora, or suckerfish, throwing them also high into the air. This is the manta ray way of getting rid of pests.

DON CARPENTER
Fishing and Hunting Editor

Washington Post and Times-Herald
Washington, D.C.

Sirs:

All sources indicate that mantas hit the water with a slap to remove parasites. Even if I'm wrong, what has a fish that weighs over a ton got to be afraid of?

FRAN THOMAS

Detroit, Mich.

● If injured, mantas might jump to escape sharks. They also have been known to jump while giving live birth. They do not rid themselves of sea lice by doing it and the remora are not unwelcome guests. So far as experts can tell, they apparently jump mostly for the sake of jumping.—ED.

Sirs:

Did you know that Teddy Roosevelt at one time specialized in hunting giant manta rays off this coast?

ORLANDO BEATER

Fort Myers, Fla.



COLES, ROOSEVELT AND MANTAS

● On March 26, 1917 off Florida, Roosevelt and R. J. Coles harpooned a devilfish with a 16½-foot spread, the second largest ever taken up to that time. T. R. describes the picture above: "Kneeling on one of the devilfish when it was drawn up on the sand, I rose with my knee completely blackened. The black pigment comes off on anything touching it. . . . I did not care to kill any more of the huge, rare creatures."—ED.

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Please address all subscription correspondence to J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Edgar R. Baker, Bernard Barnes, Clay Buckhout, Arnold W. Carlson, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice, Weston C. Pullen, Jr.; Comptroller and Assistant Secretary, John F. Harvey.

Please send



to _____ name
_____ address
city _____ zone _____ state _____

ONE YEAR \$6.75 in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is.

(1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

Give to your new dealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3420



As a family man, do you have the sense of complete security that comes from being Hartford-insured? Life is more enjoyable when you're carefree.

Now...from your Hartford Agent—

full 4-way Accident and Sickness Protection planned-to-order for you and your family

TODAY, one-way accident and sickness protection—hospitalization, for example—isn't enough. Not nearly enough for *your* family!

You need, they need, full 4-way protection.

And for peace of mind, you want this protection in an organization like Hartford: highly regarded by the Medical Profession—doctors, nurses, hospitals—and widely known and respected by the general public for financial strength, integrity, and considerate treatment of its policyholders.

Here's the 4-way protection you need

- 1—Insurance to help you meet hospital bills.
- 2—Insurance to assist you with major medical expenses of long illness or serious accidental injury of any family member.
- 3—Income to help replace earnings lost through accident or sickness disability.
- 4—Benefit payments for support of your dependents should you, the breadwinner, suffer fatal or crippling injuries.

Now, through your Hartford Agent, you can get this complete protection. Get it in the

Hartford Accident and Indemnity Company whose reputation and long record of dependable performance warrant your utmost confidence.

With the Hartford Man to help you plan...

...you can rely on getting exactly the right protection program for your requirements. In amounts carefully adjusted to your needs and means, without duplicating any insurance you now have.

So see your local Hartford Agent or broker soon. Or, for more information by mail, return the coupon below.

Year in and year out you'll do well with the

Hartford Fire Insurance Company Group

Hartford Fire Insurance Company
Hartford Accident and Indemnity Company
Hartford Live Stock Insurance Company
Citizens Insurance Company of New Jersey, *Hartford 15, Connecticut*
New York Underwriters Insurance Company, *New York 38, New York*
Northwestern Fire and Marine Insurance Company
Twin City Fire Insurance Company, *Minneapolis 2, Minnesota*



—FREE DETAILS—JUST MAIL THE COUPON—No obligation—

Hartford Accident and Indemnity Company

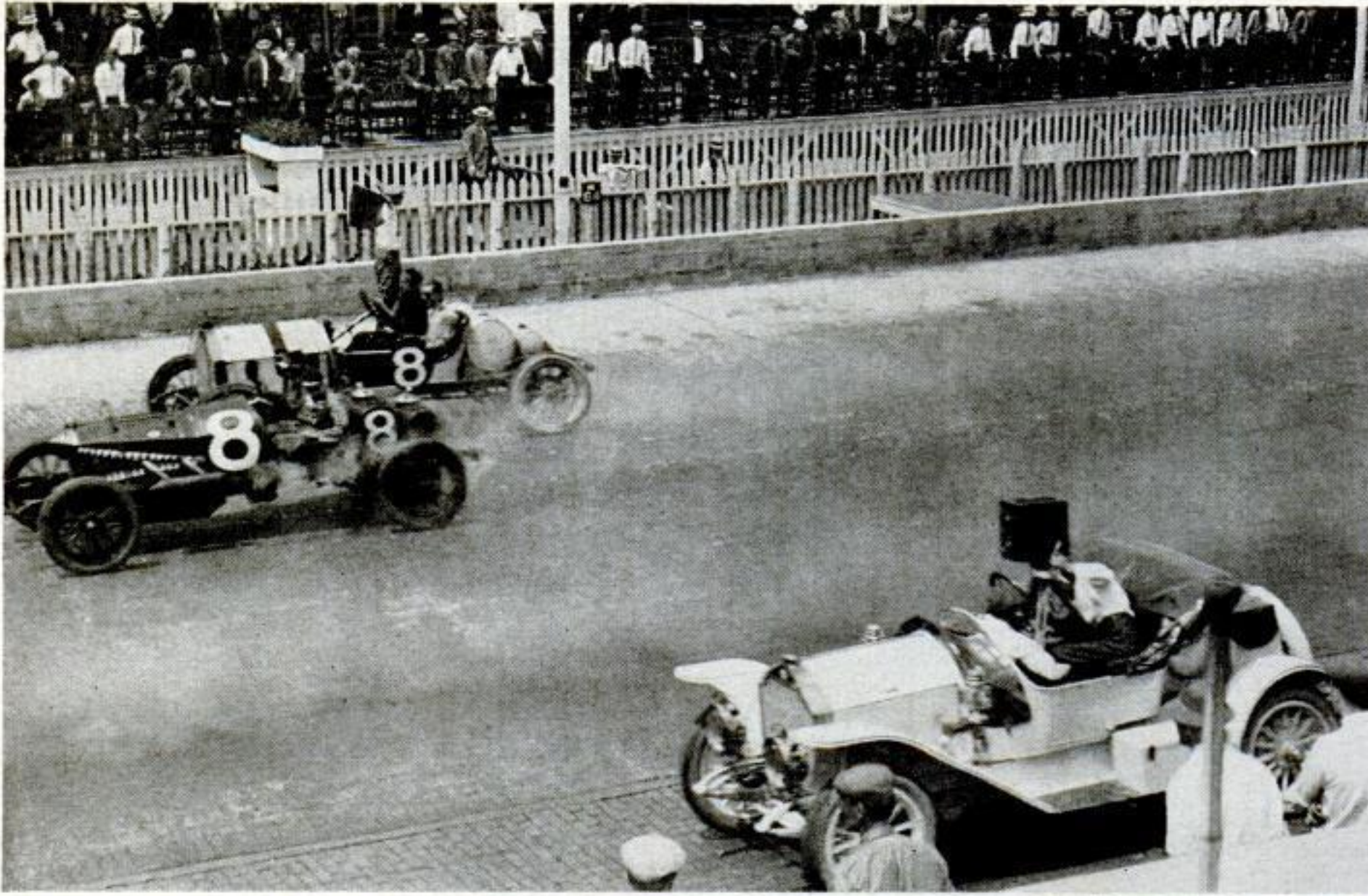
Hartford 15, Conn. Dept. AL-5

I am in good health and under 59 years of age. Please send me full information on Hartford 4-way Accident and Sickness Protection.

Name _____

Street _____

City _____ Zone _____ State _____



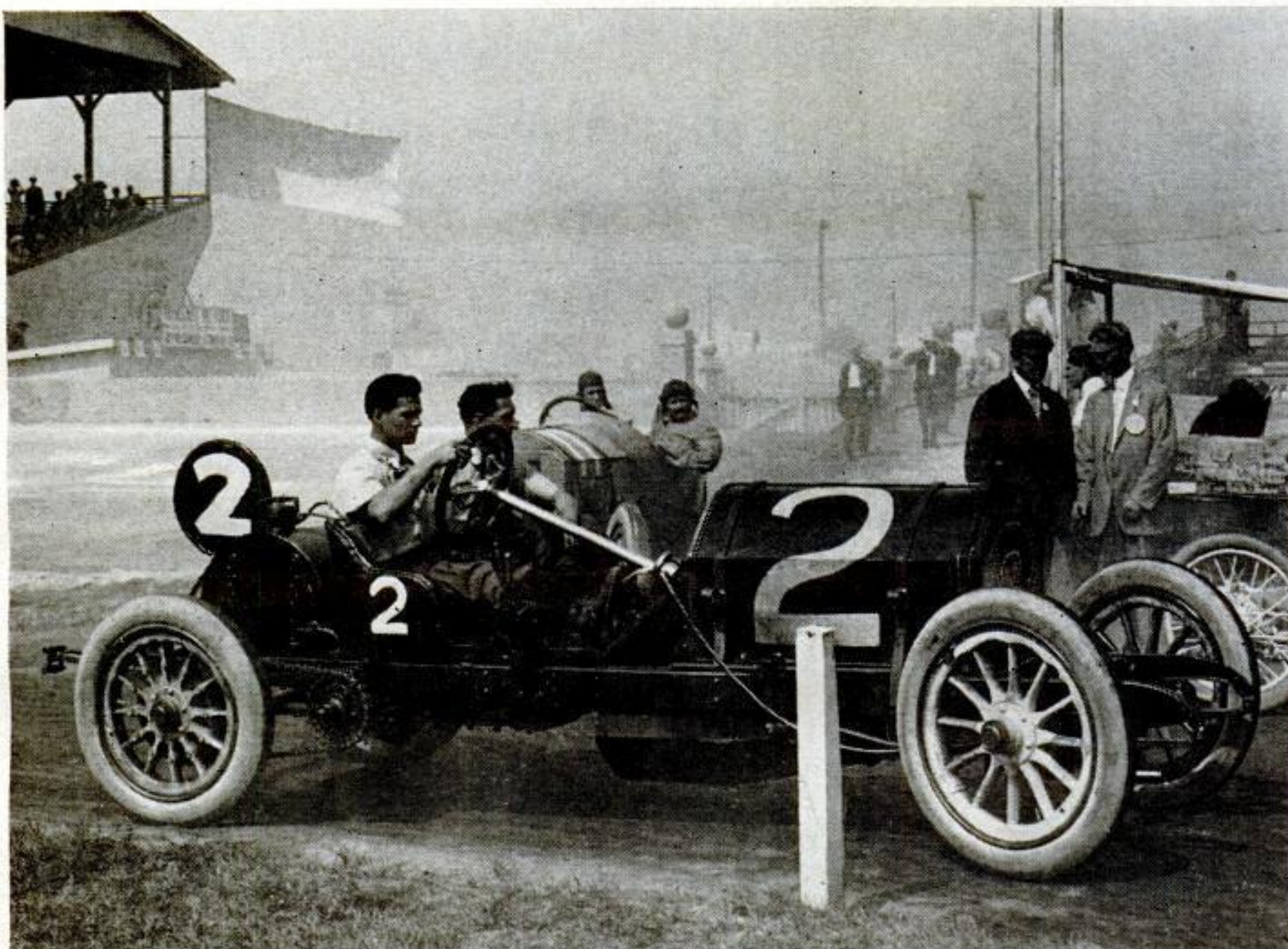
IN PRELIMINARY LAP FORD CAUGHT RACERS CROSSING STARTING LINE. AT THE BOTTOM IS PACE CAR

RARE AUTO PHOTOS BY HENRY FORD

In the mountainous files at Fairlane, Henry Ford's Dearborn, Mich. home, archivists recently turned up an unsuspected facet of the great automobile man. Ford was a first-class photographer and among his favorite subjects, naturally enough, were autos and auto races.

In the Ford memorabilia was discovered a batch of negatives of the 1911 Indianapolis auto race and its preliminary heats, with notes in Ford's own handwriting. Ford was 47 at the time. The Model T, which had gone into production in 1908, already was a highly popular

U.S. car. A racer himself once, Ford came to the Indianapolis meet as a spectator, carrying with him a 3A Kodak with an F 6.3 lens and a 1/200 shutter speed. His pictures were sharp, composed with a professional flair and a keen appreciation of the drama of the race. The speedway had been opened in 1909, for shorter races, and in 1911, the year that Ford made his pictures, the first of the modern 500-mile races was held. There were 80,000 people at the track. The day was sunny, and only one thing was lacking. There were no Fords in the field.

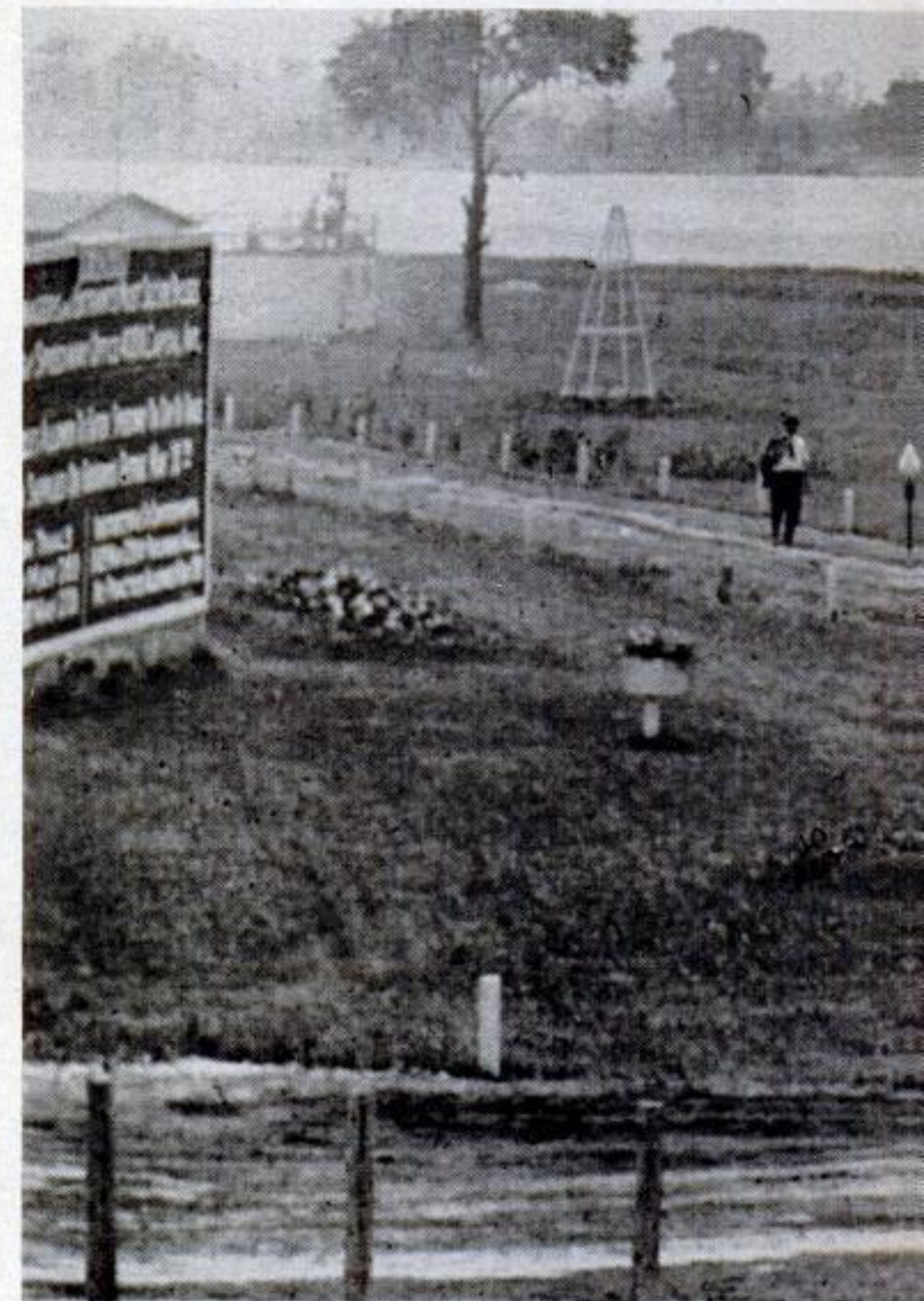


BEFORE BIG RACE Driver Ralph De Palma and his mechanic in a Simplex pull off the track for

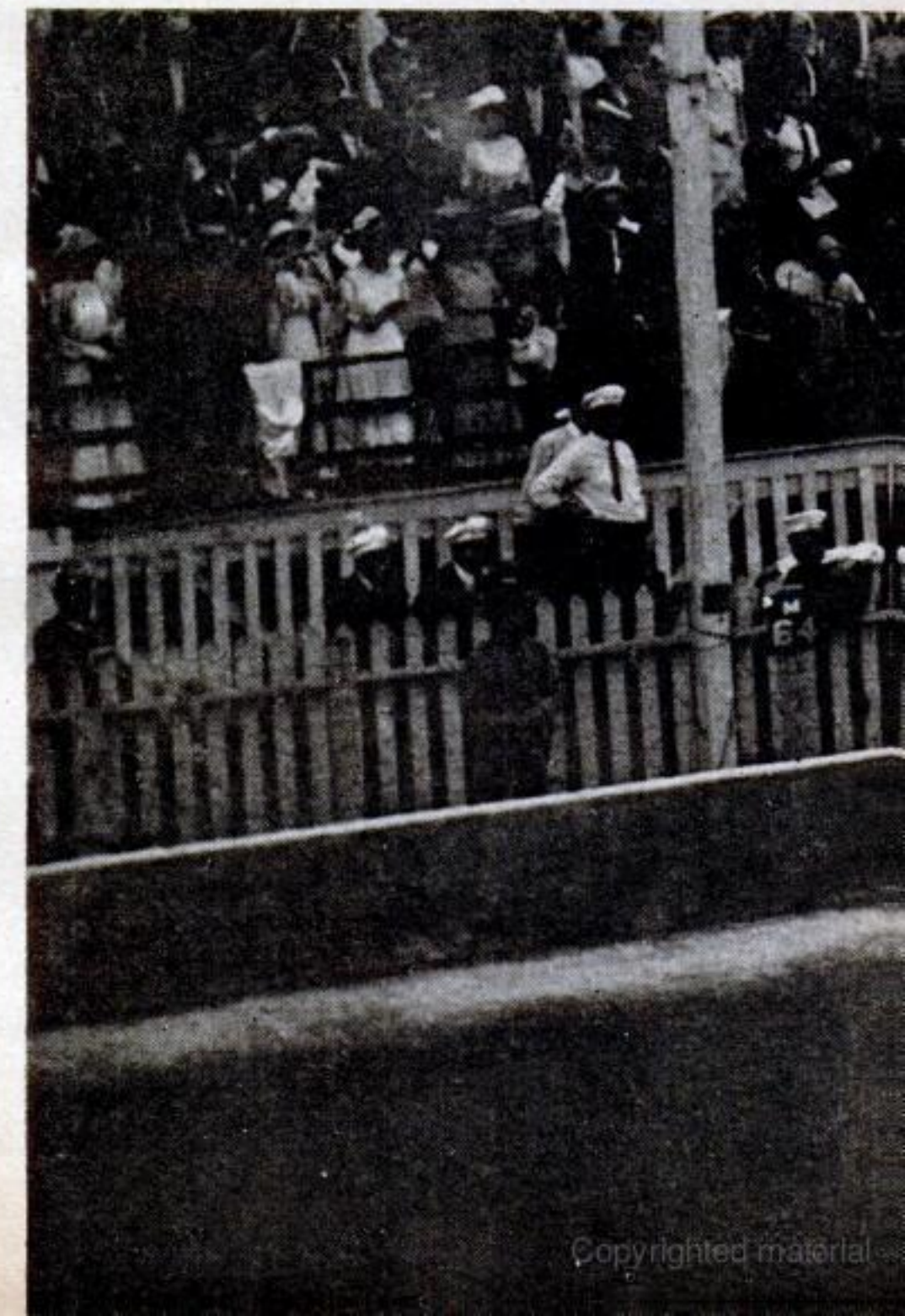
servicing. Ford, who moved about the track freely to cover the races, took this picture from infield.

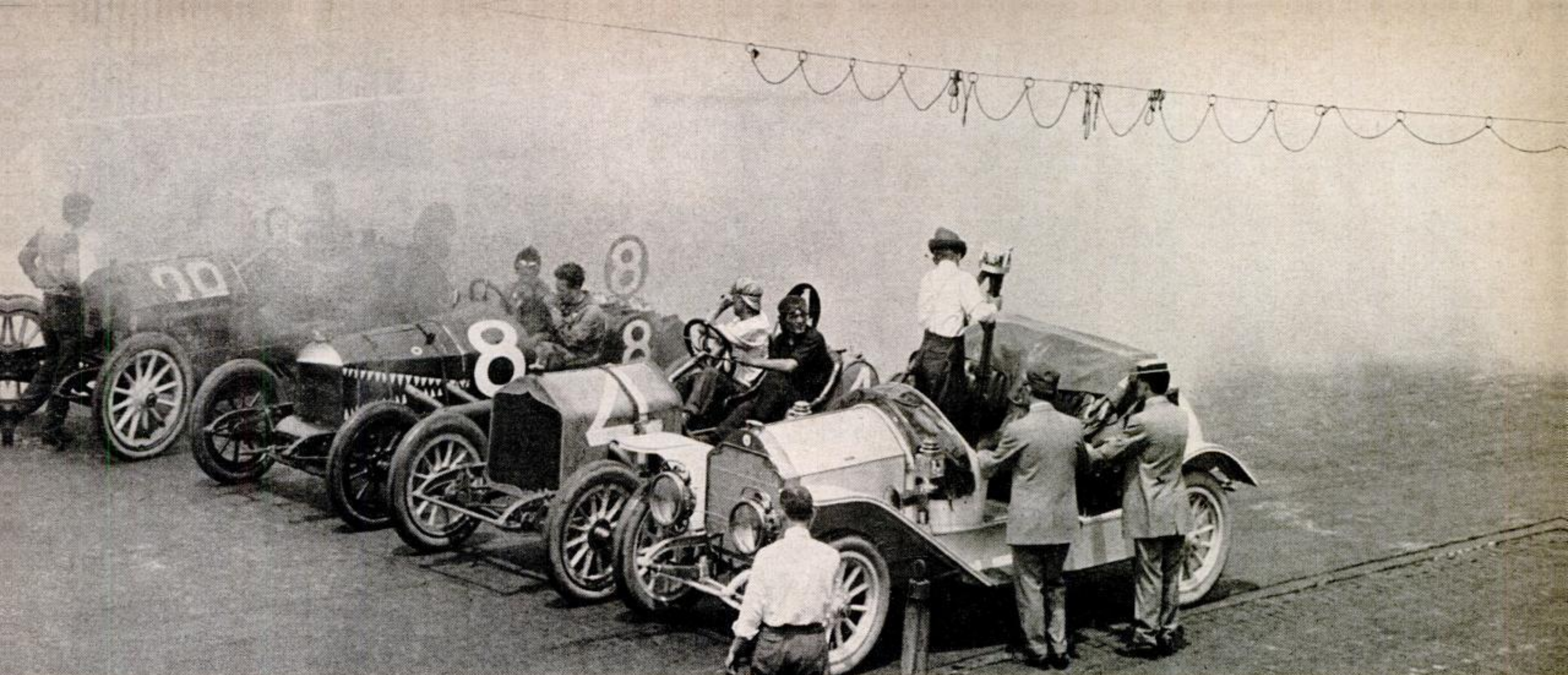


LINE-UP FOR A PRELIMINARY HEAT IS CAPTURED IN



PANORAMA OF SPEEDING CARS' PACE LAP WAS SHOT

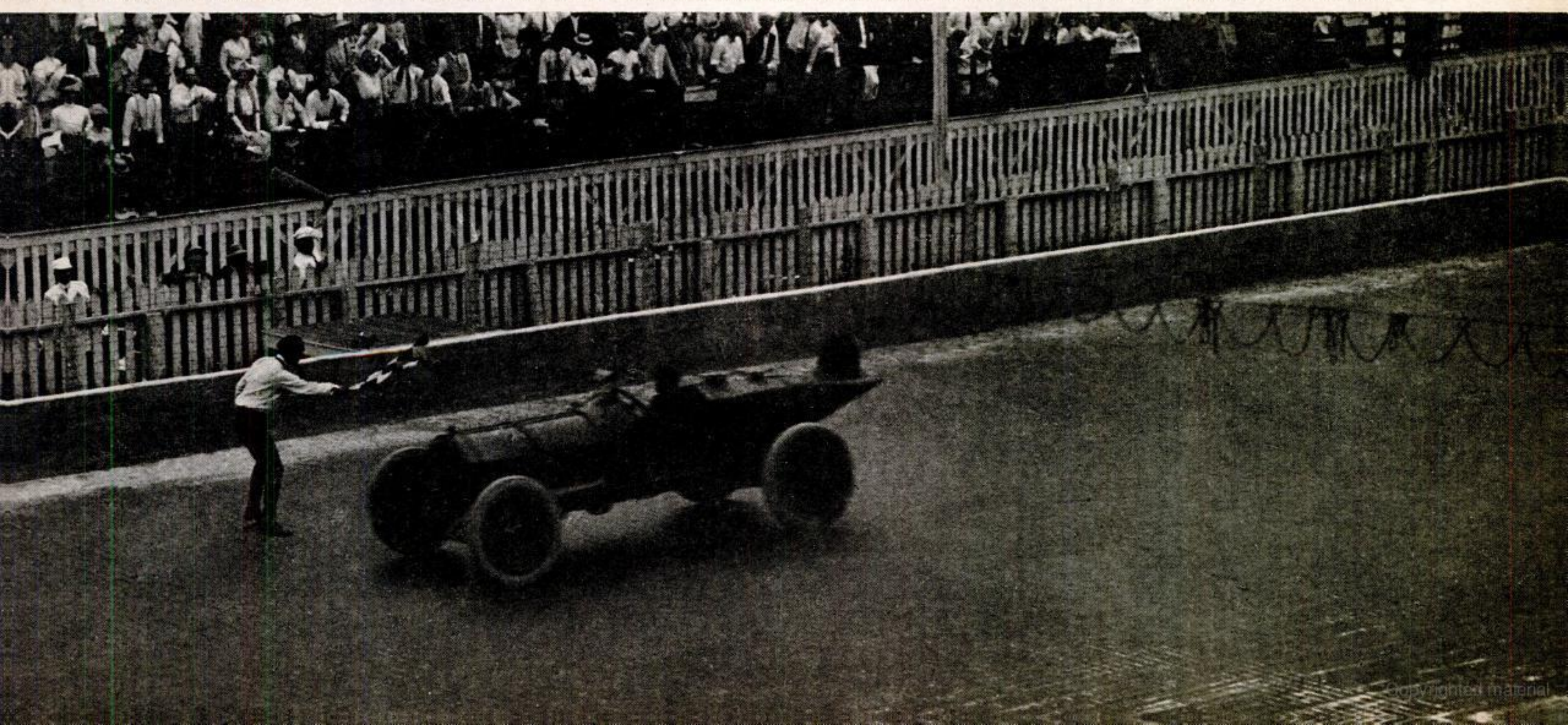


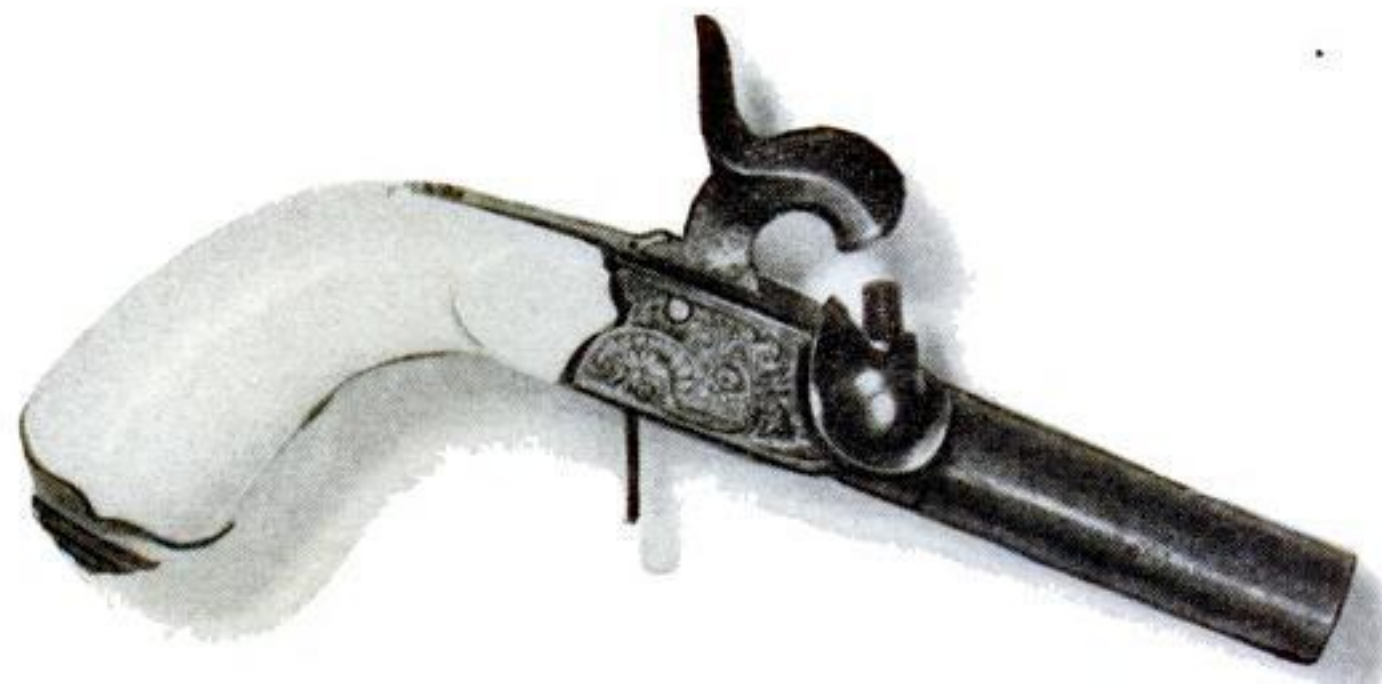


PICTURE MADE FROM THE JUDGES' STAND. FORD TOOK PICTURES AS CARS WARMED UP IN ORDER TO CAPTURE DRAMATIC EFFECT OF EXHAUST SMOKE CLOUD



ACROSS CONTRASTING HORSES AND WAGONS. SMOKING CAR IN CENTER HAD TROUBLE STARTING. BELOW RAY HARROUN WINS WITH AVERAGE OF 74.59 MPH



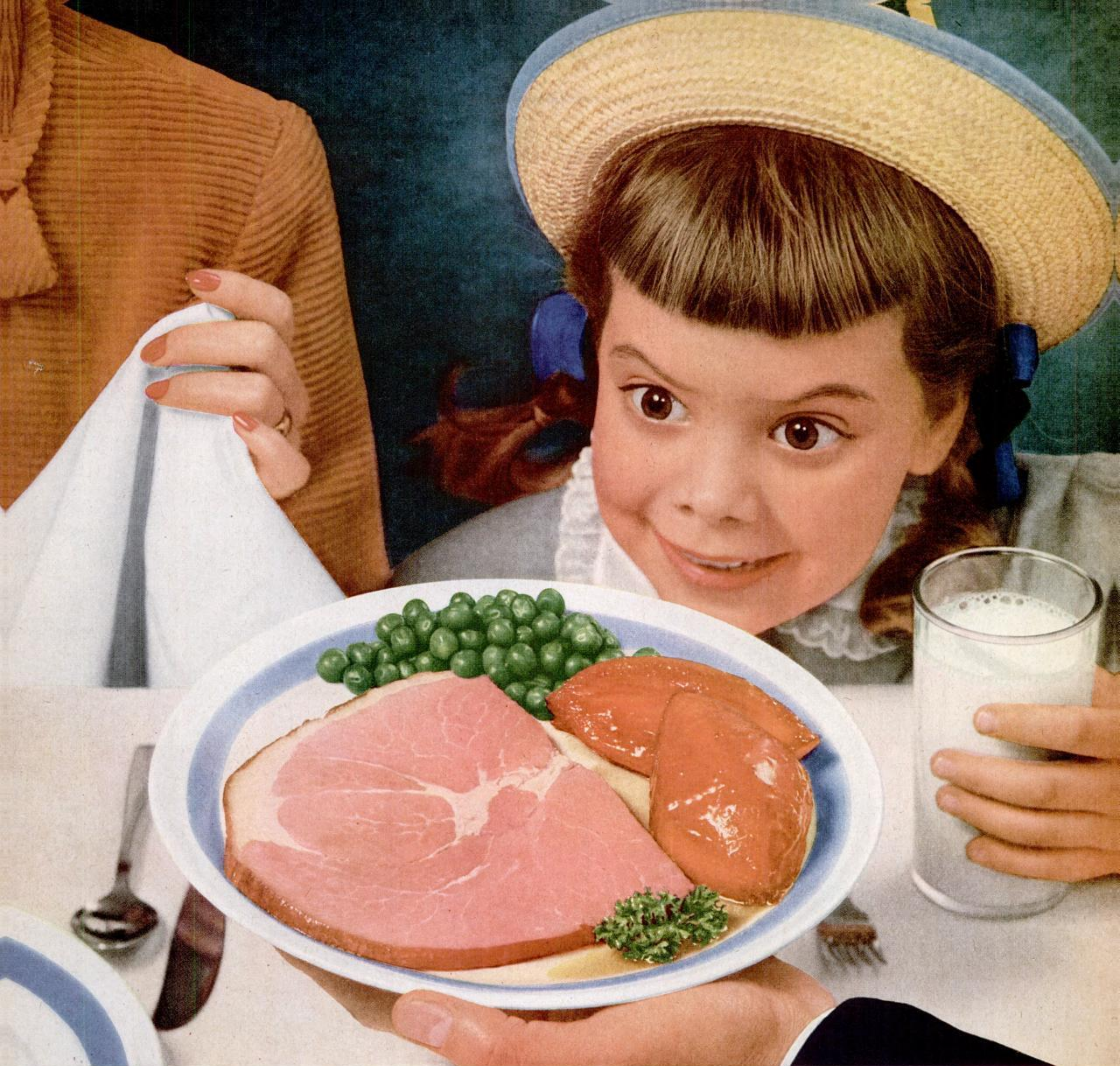


FOUND yesterday in Mary Regan's purse. She was out gunning for the salesgirl who told her there's no difference between another shrinkage claim and the "Sanforized" label. Mary settled for the "pre-shrunk" one. Now her dress is on the short side. So is her temper.

Cluett, Peabody & Co., Inc. permits the use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



There is a difference: "Pre-shrunk" can mean a number of things but "SANFORIZED" always means *one* thing: its shrinkage assurance is proven by a rugged test — boiled, washed for an hour—and checked by the "Sanforized" inspector.



Baked Ham: featured this month in good eating places everywhere!

Eating out gives life a lift!

No wonder youngsters sparkle so when you take them to your favorite restaurant! The friendly attention and the fun of choosing from dozens of dishes on the menu make *everyone* in the family feel like a "pampered guest."

But it's the enjoyment of excellent food . . . expertly prepared and elegantly served . . . that really gives life a lift!

Suppose it's tender, juicy ham like this, baked

to an appetizing turn. When it's Swift's Premium Ham, every bite tastes as wonderful as it looks. Here's ham goodness guaranteed by slow, lazy smoking over glowing hardwood embers . . . and by Swift's patented process that seals in natural flavor juices. Mmm, how meat makes the meal!

Discerning restaurant chefs know they can stake their reputations on the consistent high quality of all Swift's meats. They trust Swift for the best,

just as you do when you shop for your family.

Why don't you and your folks enjoy Swift's Premium Ham at some popular "eating out" place soon? Why not this very day?



One of a series of advertisements prepared by Swift & Company in cooperation with the National Restaurant Association.

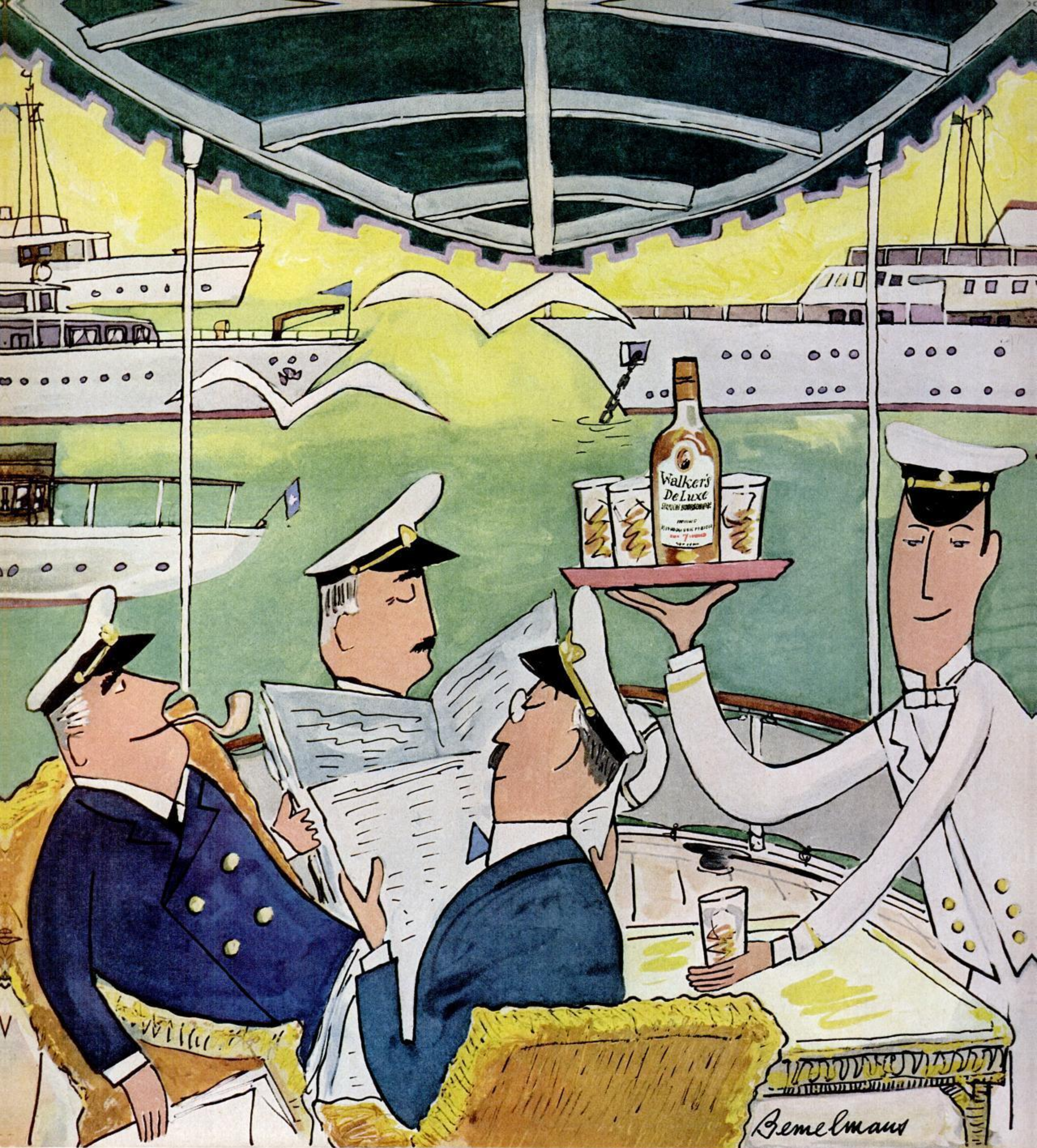
© by Swift & Company, 1957

Good eating places put quality first...so does



To Serve Your Family Better

Copyrighted material



© HIRAM WALKER & SONS INC., 1957

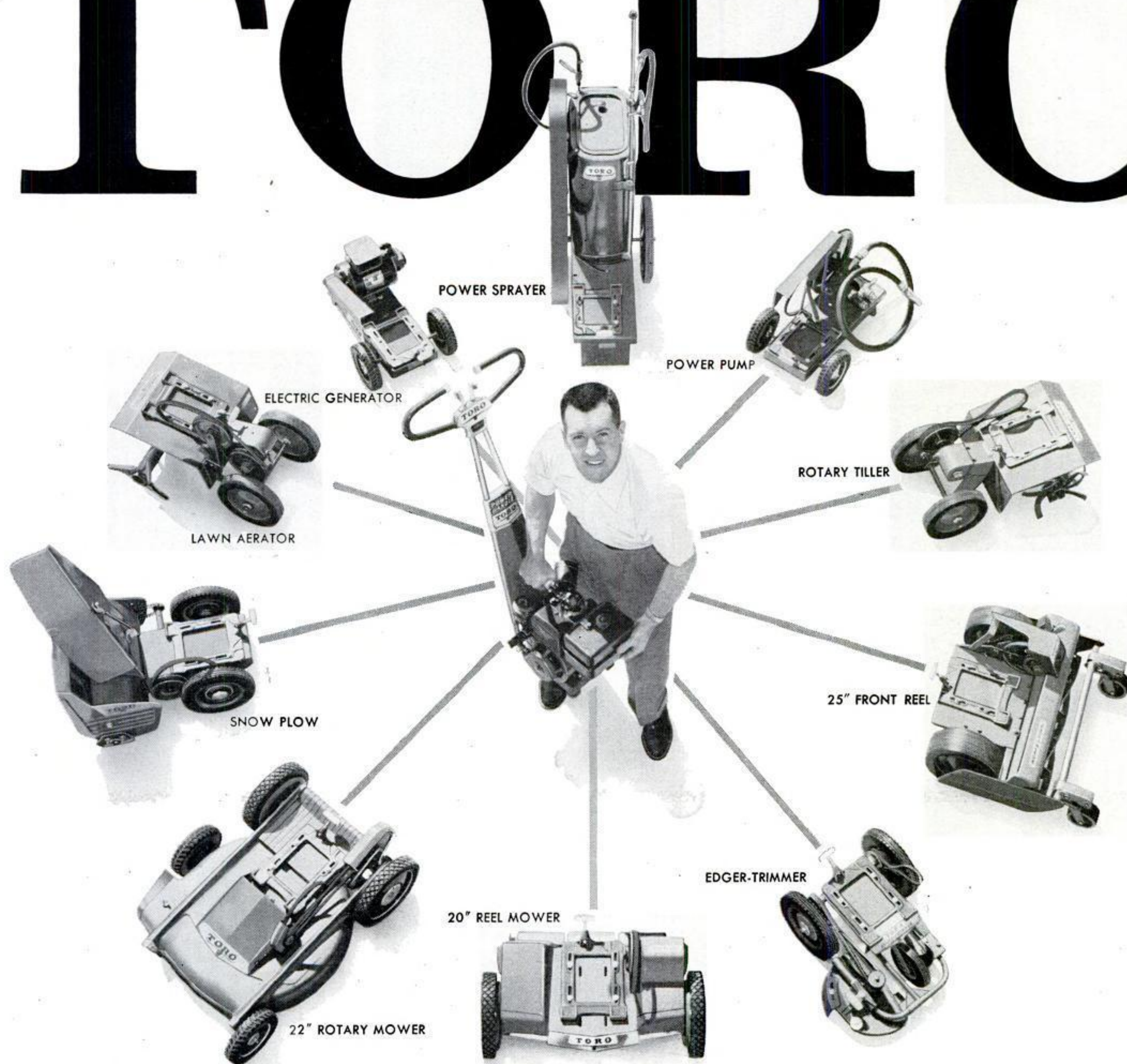
No whiskey anywhere is more deluxe
than Walker's DeLuxe



Straight Bourbon Whiskey • 7 Years Smooth • 90.4 Proof • Hiram Walker & Sons Inc., Peoria, Illinois

Copyrighted material

TORO



Buy your power mower the POWER HANDLE® way!

Now... a lightweight engine-and-handle unit that switches in seconds from one yard machine to another without the use of a single tool—POWER HANDLE! You buy only the machine you need as you need it. For every new machine you buy, you save the cost of an engine and handle.

Take your choice of three mower units for the POWER HANDLE: a 20" reel model, a 22" self-propelled rotary, a 25" out-in-front reel. When your mowing job's done, put the POWER HANDLE to work on the rotary tiller, edger-trimmer, power sprayer—or any

of the other POWER HANDLE units you need around the yard. POWER HANDLE can work for you year-round!

Remember: Toro backs up the finest yard machinery you can buy with the only national service system that puts factory-trained repairmen and distributor-stocked parts practically at your back door. No waiting. The job's done right.

You can find your nearby Toro dealer in the classified section of the phone book under "Lawn Mowers." See him soon for complete facts and information.

WIN A TRIP TO PARIS via TWA



TAG A TORO at your Toro dealer's. Tie half the official registration tag on the Toro of your choice: a Toro Power Handle combination, a Toro Sportlawn reel mower or a Toro Whirlwind 18-inch rotary. Drop the other half in the entry box. When the drawing is held, you could win one of 200 Toro machines—or one of two all-expense trips to Paris for two! Fly the finest, luxurious TWA Super-G Constellation. All expenses paid for a week! Register soon!

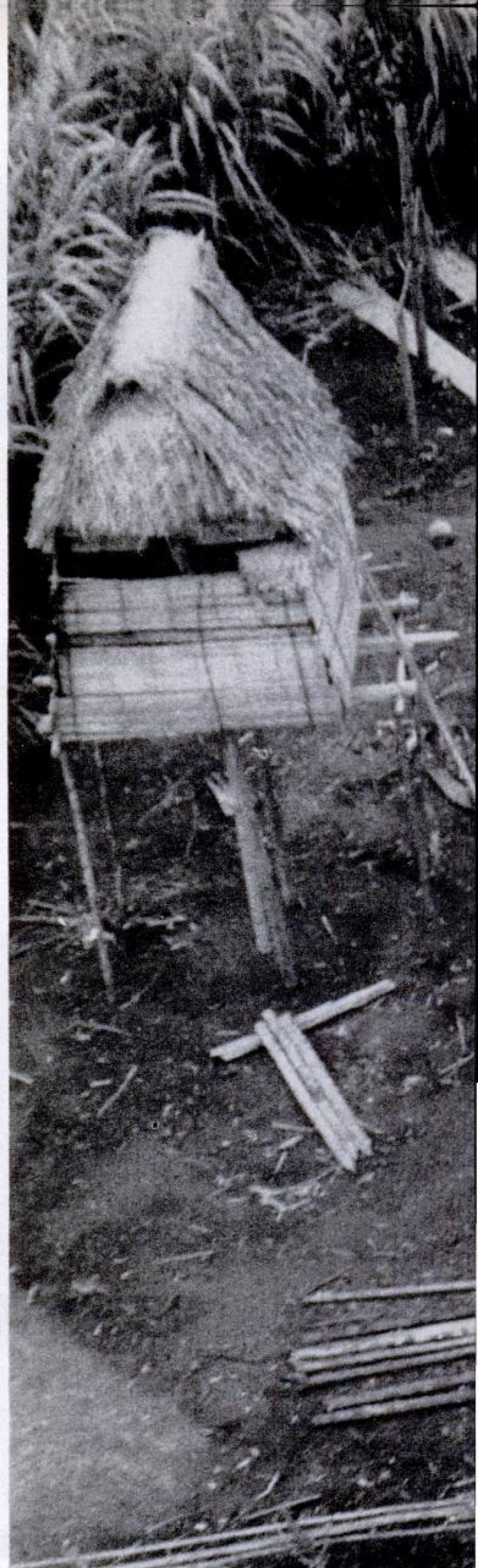


TORO

Manufacturing Corp., 3011 Snelling Avenue, Minneapolis 6, Minn.



BARBARA YOUNDERIAN, WHOSE HUSBAND WAS KILLED BY AUCAS, TEACHES ALPHABET TO JIVARO WOMAN



IN PICTURE SHOT FROM MISSION PLANE AT RISKY

THE MARTYRS' WIDOWS RETURN TO

Deep in the Ecuadorian jungle 16 months ago, Christian martyrdom came to five young and brave American missionaries, slain by the savage Aucas Indians to whom they were trying to bring the word of God (LIFE, Jan. 30, 1956). Today the Aucas are still in their pagan state (*above, right*). But almost uninterruptedly since the missionaries' murder, Christian hearts nearby were reaching out to them and Christian prayers were nightly being said for them. They were the hearts and prayers of the missionaries' widows like Barbara Youderian (*above, left*) who are gallantly carrying on in Ecuador the work for which their husbands died.

At the time of the missionaries' murder, Photographer-Correspondent

Cornell Capa flew to Ecuador where he photographed the bereaved wives (*right*) and compiled LIFE's memorable testimonial to their husbands. Even then, Capa found the widows unshaken by their personal loss. They accepted it as part of God's grand plan. They were not, however, all sure of their own next duty. On hearing that four widows had stayed in Ecuador, Capa went back to see them and last week brought back his report.

He found Barbara Youderian and Betty Elliot (*pp. 26, 27*) still at their jungle posts. Two other widows, Marilou McCully and Marjorie Saint (*pp. 28, 29*), were supporting the jungle work by serving in the missionary base in Quito. The fifth widow, Olive Fleming, was in the U.S. hoping



TREETOP HEIGHT AUCA INDIANS OF THE SAME GROUP THAT KILLED MISSIONARIES IN 1956 ARE SEEN HOLDING GIFTS STILL DROPPED BY SURVIVING COLLEAGUES

TEACH IN JUNGLE

to come back. Most significantly, Capa found that the widows' example had inspired other missionaries in their work for the Aucas and neighboring tribes (pp. 30, 31). The Aucas, after massacring the five missionaries, had burned their old village and built a new one—as they must, by tribal tradition, after any killing. But the missionary plane sought them out in their new site and again dropped gifts to them. "There could be no greater joy," said Betty Elliot, looking hopefully ahead, "than to know that the blood of our husbands has been the seed of the Auca church." On the following pages, the story of Betty Elliot and her co-workers is told by Cornell Capa who has done both the pictures and the text.

JAN. 15, 1956: FIVE MISSIONARY WIVES HEAR HOW HUSBANDS DIED →



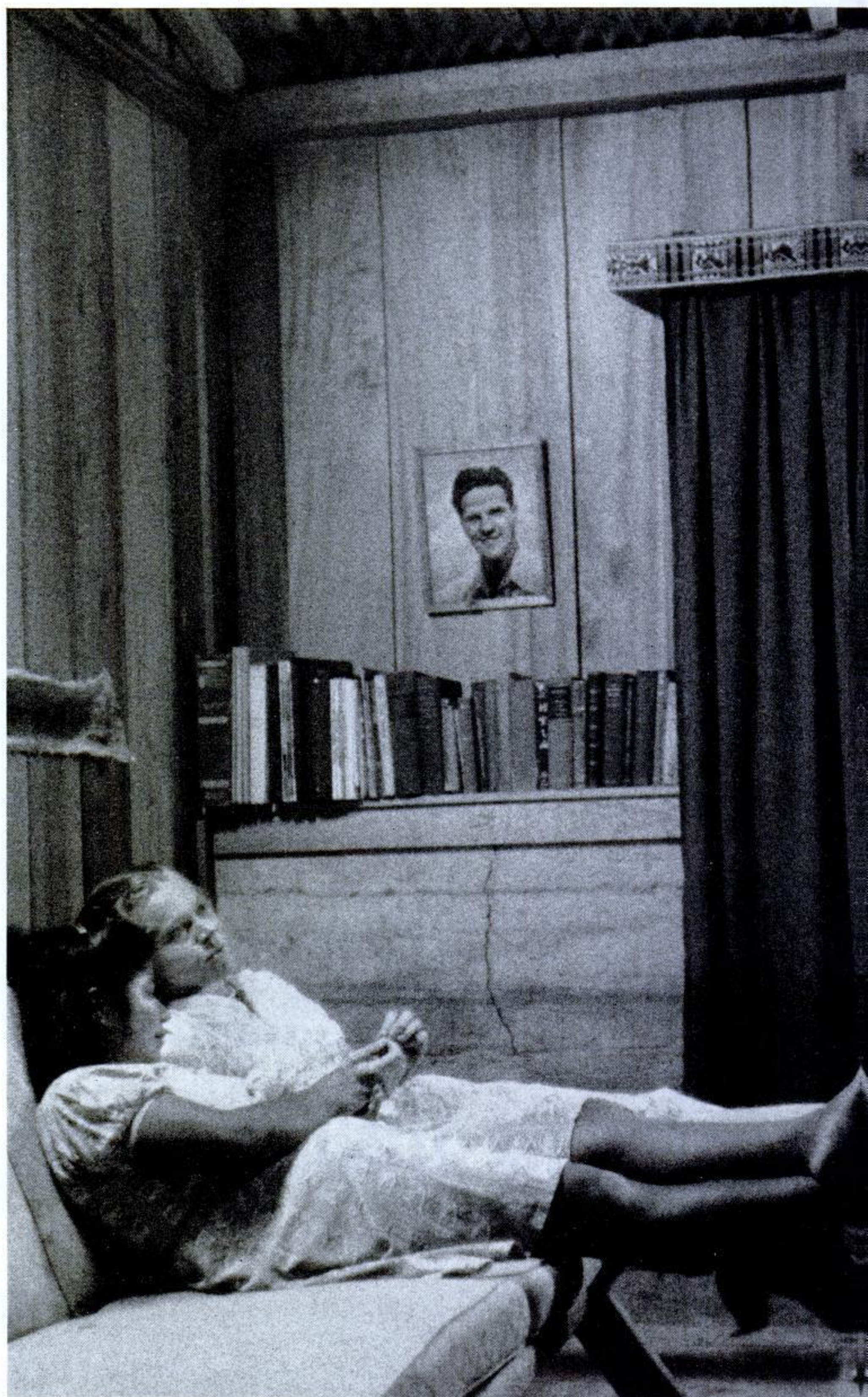
Missionaries CONTINUED

A BRAVE WOMAN: 'DEATH DOES NOT CHANGE MY DUTY'

When I reached Ecuador [writes Cornell Capa] I went to Shandia, the mission station that had been the home of Jim and Betty Elliot. Betty lives there now with her 2-year-old daughter, Valerie. She teaches at the school Jim founded for the Indian children, does medical work and is translating parts of the Bible into Quichua, the Indian language. She has written a book on the martyred husbands, *Through Gates of Splendor*, which will be published this month and already has an advance sale of 70,000 copies.



IN JUNGLE SCHOOL started by her husband Jim, Betty Elliot teaches Bible lesson. Below, as Valerie looks on, she makes regular 6:45 a.m. radio contact with the missionary-manned station 40 miles away.



AT BUSY DAY'S END Betty confides in her faithful Quichua companion Eugenia. They rest their

feet on a table hewn from a huge jungle root by Jim. Jim's picture, over his books, looks down on them.

Betty never doubted that she would return to Shandia after Jim's death. "My heart was here with the Indians," she told me, "while at the same time I wondered how I could do it. But the conviction of my heart assured me that this is where I belong. I came to Ecuador to serve the Lord and not Jim, and with him gone, my duty did not change."

I found it strange watching this tall, gaunt, blond American girl walk over the slippery jungle trails, often shoeless because it is easier

that way, but with a wary eye out for poisonous snakes. With her, also barefoot, goes Valerie, a tiny ethereal creature who seems to walk not on the earth but slightly above it.

"Where I go," says Betty, "Valerie goes. I feel it is important to share the Indians' life. I believe the Lord expects me to be careful about Valerie's health in our home, but when I accept hospitality from the Indians, I trust the Lord to take care of the results."

I asked Betty how she could reconcile Jim's

death at the hands of the Aucas and the Lord's apparent failure to protect him from them. She answered, "I prayed for the protection of Jim, that is, physical protection. The answer the Lord gave transcended what I had in mind. He gave protection from disobedience to what Jim thought was the Lord's command that he go among the Aucas. Jesus Christ died for all and that makes me interested in the salvation of all. Jim's death made me more conscious than ever before of the Aucas' need for Christ."



AT SUNDAY SERVICES in church started by Jim, Betty and two Quichua women cover eyes in prayer. Church has 200 members guided by five native deacons.



IN INDIAN HOUSE Valerie plays with Quichua mother Unria Andi and daughter. Betty had come there with Valerie to look at Unria's ailing husband's foot.



CONTINUED



SINGING HYMN, "FOR GOD SO LOVED THE WORLD," CHILDREN OF JUNGLE MISSIONARIES ACCOMPANY MARILOU McCULLY (CENTER, WITH SON MATTHEW ON LAP)

IN A QUITO PRISON (below) Marj Saint visits the women's section and carries on missionary work,

reading Bible and handing out tracts. Here she is singing *Jesus Loves Me* in Spanish with prisoners.



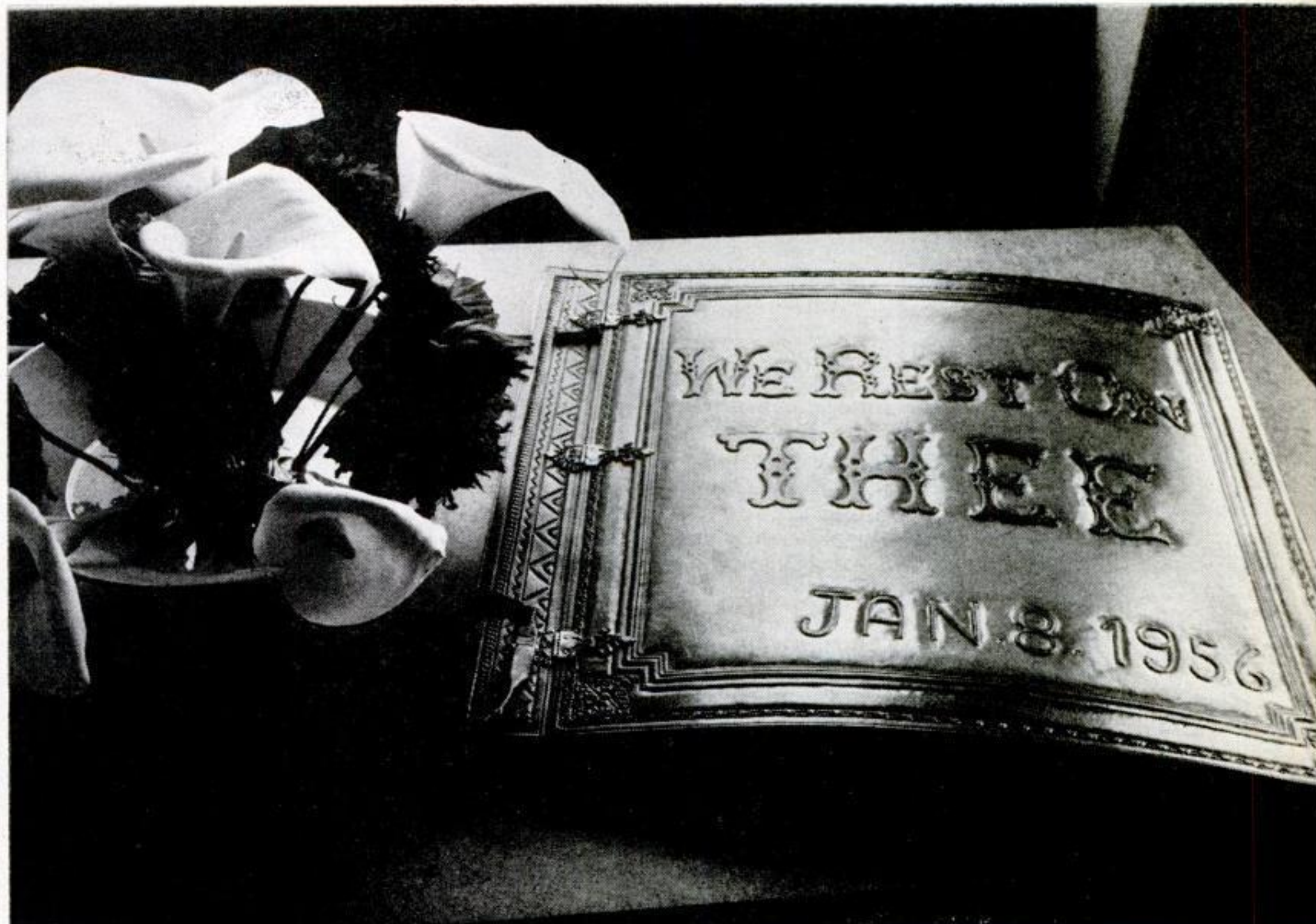
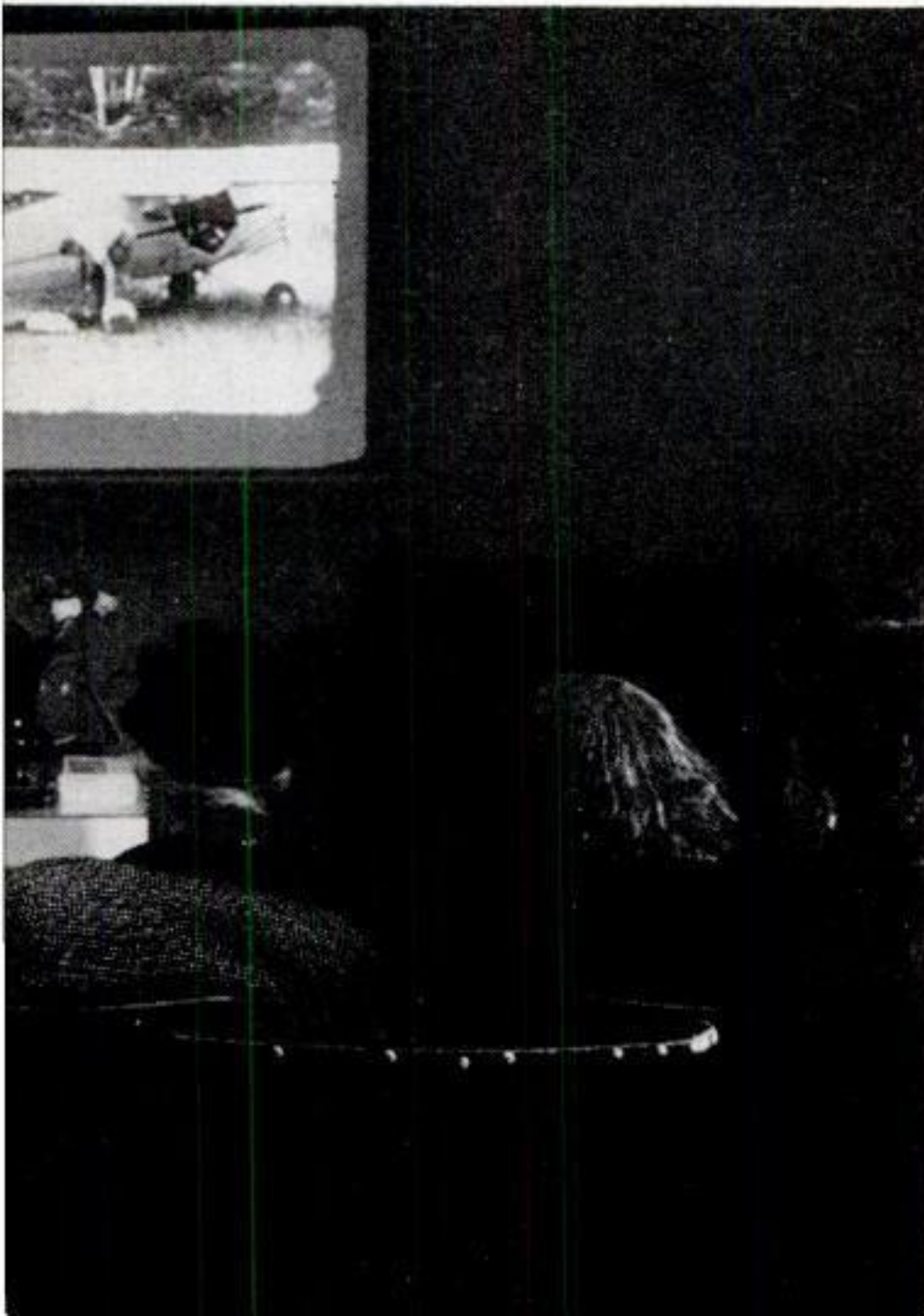
FILMS OF NATE SAINT as he worked among the Aucas before his death are shown by Marj in the





AND MARJ SAINT, DRIVING, ON SUNDAY PICNIC

Quito home of a Honduran diplomat. Marj often uses these films for gospel lectures which she gives.



FATEFUL DATE of killing is imprinted on a leather-bound scrapbook in Marj Saint's guesthouse in

Quito. Book contains clippings and photos of the missionaries' exploits, death of her husband Nate.

'TIME CANNOT HEAL, ONLY THE LORD'

Ed McCully's widow, Marilou, and Nate Saint's widow, Marjorie, could not remain in the jungle to continue their work. Each had three small children. They had to move to Quito or return home to the U.S. Both chose Quito and the chance to continue missionary work.

I found Marilou running a boardinghouse for 12 school-age children of jungle missionaries while taking care of her own three sons. Stevie, 4, is the only one who remembers his father and his memories are mainly of Ed's large size, notably his 13½ shoe. Marilou heard him reassuring Michael, 2, "When we get to Heaven, I'll show you which one is our daddy."

Marilou keeps up with what is happening in the jungle. "At first," she says, "I wondered why they kept on giving the Aucas gifts after what they had done. But I prayed the Lord would keep me from being critical of those working on the Auca project."

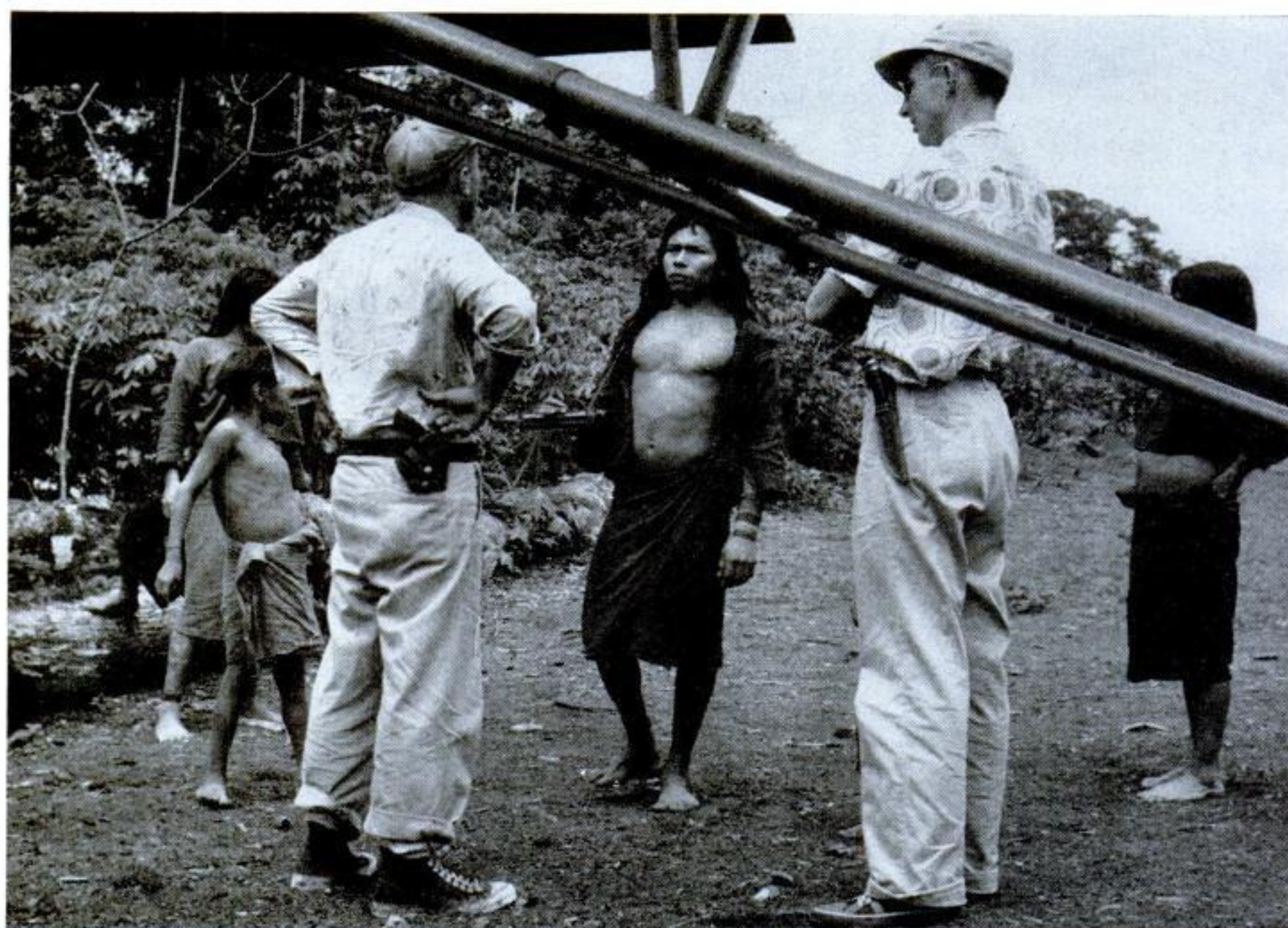
Marj Saint runs a guesthouse for jungle missionaries. "In whatsoever state you find yourself," she told me, "you should be content. I am." When I asked her about a second marriage, she gave me her bright smile and said, "My concern would be to find the right father to my children. I miss Nate now more than ever. I don't believe 'time heals'—only the Lord can."

DINNER AT MARJ'S in Quito seldom has fewer than a dozen guests. Here, besides the Saint chil-

dren at head of the table, are visiting missionaries from the jungle, and church workers and families.



CONTINUED



FRIENDLY GREETING by warrior reassures Frank Drown (left) and Hobey Lowrance, who have just

landed, that they are still welcome. Earlier, in a new plane, the Indians waved them off with rifles.



THE INSCRUTABLE FACE OF AN ATSHUARA INDIAN

RISKY FLIGHT TO

I first met Frank Drown on the "death beach" where the missionaries were killed. It was his duty to lead the rescue expedition that ended by burying the missionaries. When I marched out under his command through the Auca territory I was impressed and grateful for he knew the jungle and he was tough.

Drown is a farmer from Curlew, Iowa, and an old-fashioned Fundamentalist. He answered the "Lord's call" to Ecuador in 1945. For 10 years he has been working among the head-hunting Jivaro tribes. He and his close friend Roger Youderian, one of the five missionaries who were killed, made the first successful missionary contact with the Atshuara tribe, the Jivaros' deadly enemies. With penicillin shots, Roger and Frank halted a flu epidemic that threatened to extinguish the whole tribe.

The example of his martyred friend strengthened Frank's own faith. The work with the Atshuaras was suspended, however, until Hobey

BARTERING with Atshuara chief is done for hours by Frank Drown (left) as a way to make friends.



PRESSES AGAINST THE AIRPLANE COCKPIT WINDOW AS HE WATCHES PILOT HOBEY LOWRANCE MAKING A SCHEDULED RADIO CHECK-IN WITH HIS WAITING WIFE

BRING THE WORD

Lowrance, a missionary pilot, came down to replace Nate Saint. I flew with Frank to the deep-jungle Atshuara stockade.

A missionary visit to the Atshuaras is touch and go. The landing on an 800-foot airstrip is tricky and the mood of the hosts is unpredictable. They may be dissatisfied with the barter, or the medications administered under primitive conditions may not have turned out well. Frank, however, knows the Indians and their language and has a reputation among them of performing medical miracles. They listen to Drown, pray with him but have not yet accepted his religion.

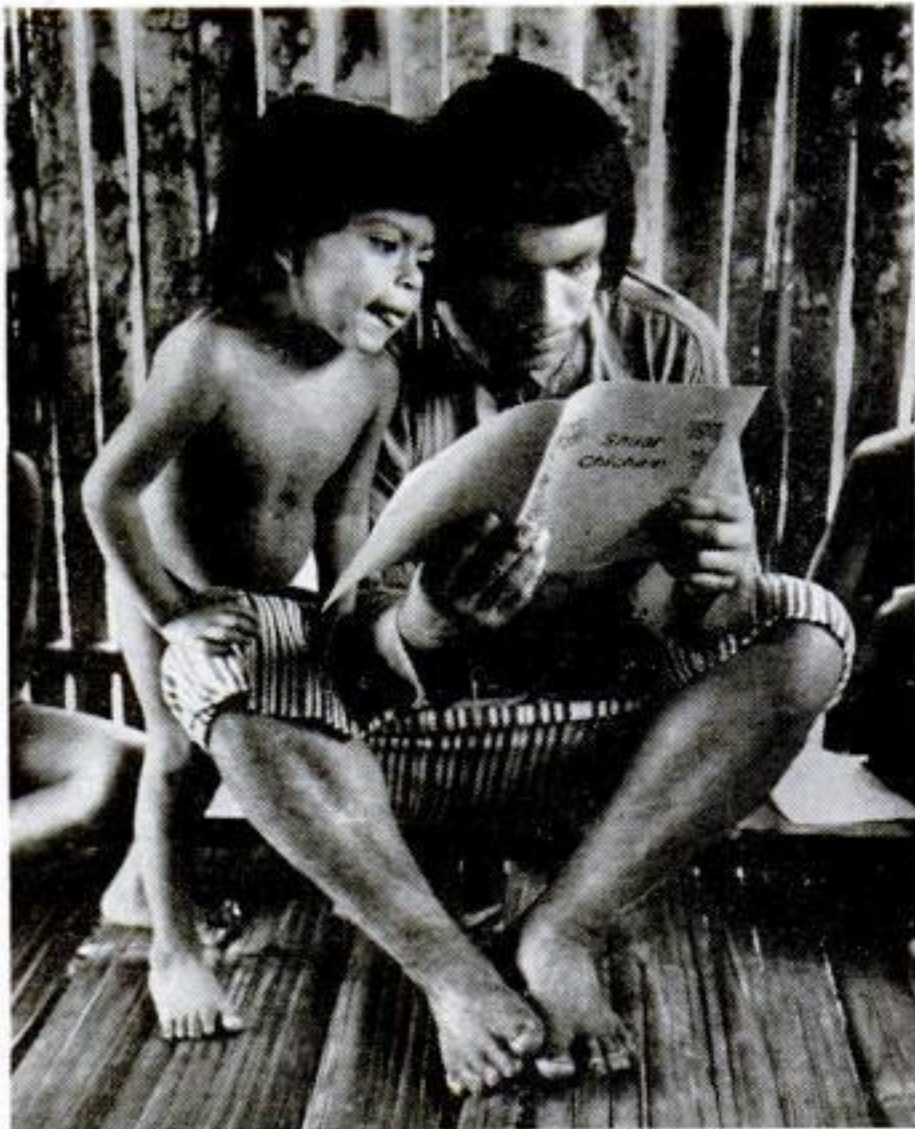
When we landed at the Atshuara stockade, Pilot Lowrance radioed back to Shell Mera, where his wife Olivia was hanging on the radio—as once Marj Saint was, expecting Nate's call. Hobey sent the routine message: "Landed OK, OK, will contact you again at 4:30 p.m." This time the promised call was made.

PRAYING with Drown, Atshuara Indians still hold rifles obtained from traders at the Peruvian border.



CONTINUED

righted material



LEARNING TO READ at the Cangaimi mission, the Jivaro chief and his little son are in the same class.

WORLD OF LIGHT FOR SAVAGE MIND

To teach the Gospel to the Atshuaras, Roger Youderian and Frank Drown wrote and printed a Jivaro primer, the first written form of a language preserved from mouth to mouth since pre-Inca days. A young tribesman named Mayaprawa returned from a hunting trip carrying a gun in one hand and a well-thumbed Primer No. 1 in the other. He immediately wanted to be examined on his reading. Mayaprawa could not only read everything in the primer but could read it equally well upside down. Frank showed him a Primer No. 2 he brought along. After the evening prayer meeting, Mayaprawa asked us for a candle and went off with his new book. I woke at 3:30 a.m. and saw Mayaprawa reading by candlelight. In his delighted face I could see the sudden dawn of understanding as a new world opened to him—the world of knowledge and man-created light.

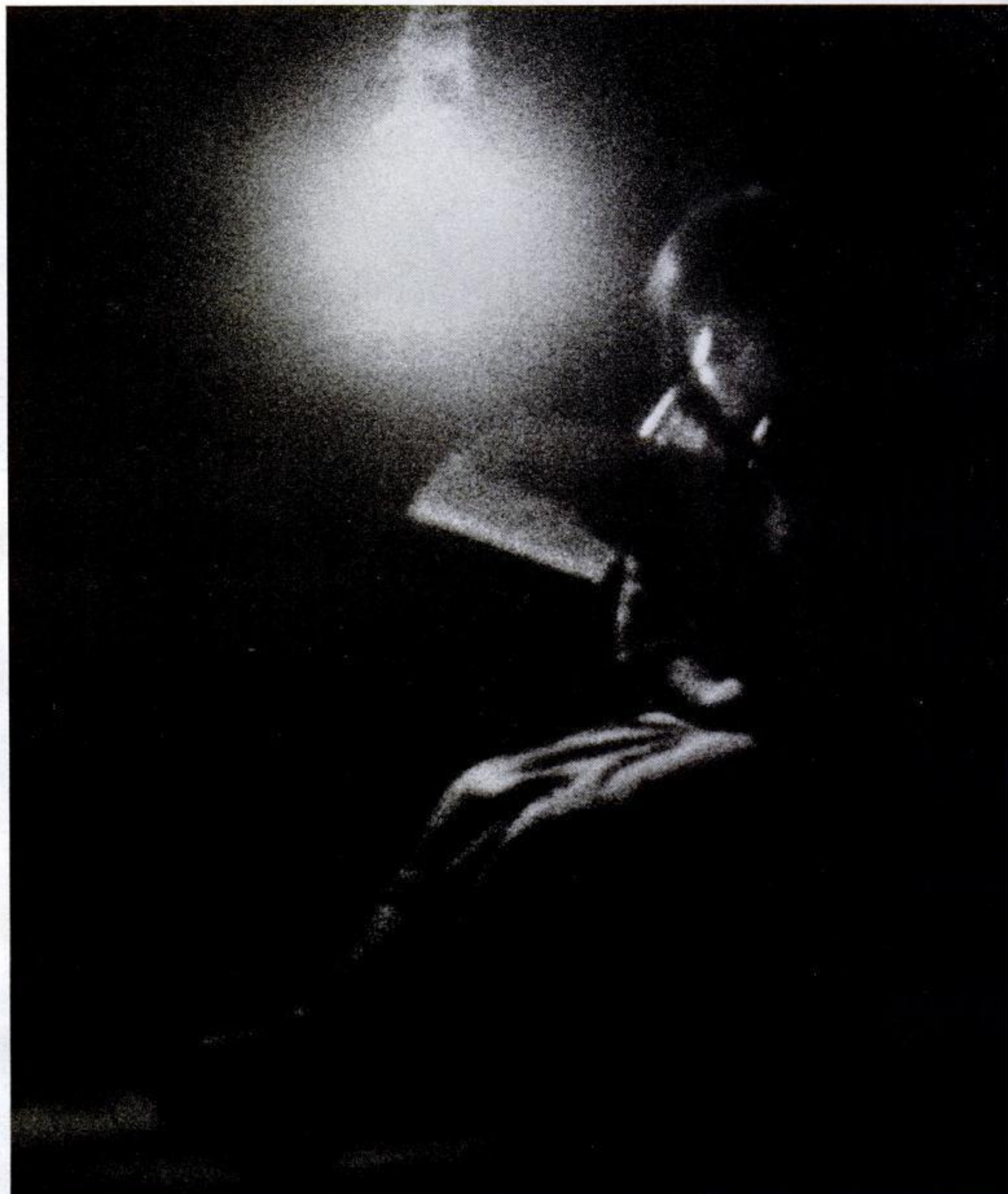


AFFECTIONATE HUG from the chief's son shows Atshuaras' fondness for Drown, "Panchu" to them.



INTENT CONGREGATION of Atshuara Indians, leaning on rifles, listens to Drown preach about

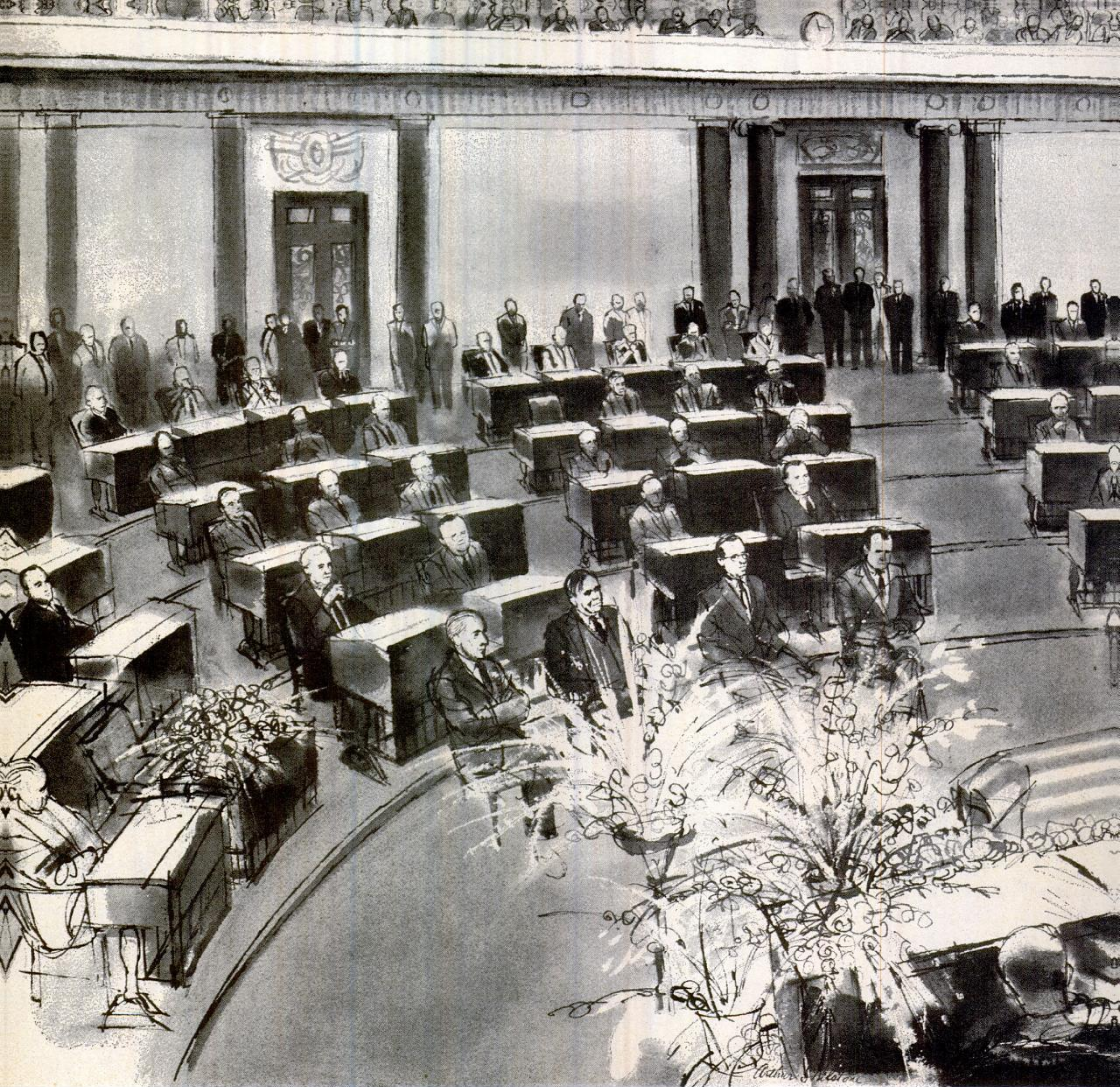
their "heavenly home" during candlelit night service. Several Indians asked Drown to pray for them.



EAGER STUDENT, Mayaprawa studies Primer No. 2 by candlelight in the tribal house at 3:30 a.m.

ENLIGHTENMENT shines from Mayaprawa's face → as a missionary whom he awoke explains a new word.





AN UNUSUAL SCENE in Senate—Joe McCarthy's flag-draped coffin stands at foot of rostrum and flowers mark his desk (left). On rostrum, Senate Chaplain

Frederick B. Harris delivers eulogy. In center foreground are Les Arends, House minority whip; House Minority Leader Joe Martin; Jack Martin of White House





staff; Vice President Nixon. In front on Democratic side (right) are House Speaker Sam Rayburn, Senator Mike Mansfield, John McCormack, House majority leader.



SOUNDING TAPS, a young bugler blows the last notes and a Marine honor guard folds the flag over the coffin at the McCarthy family plot in St. Mary's Cemetery.

COMPASSIONATE FAREWELLS TO JOE McCARTHY

The storms that marked senator's life give way in death to quiet tributes from colleagues, homefolks

The extremes of bitterness and devotion that Senator Joe McCarthy had engendered in life gave way at his death to quiet compassion for the man untimely departed and for his widow. In the great chamber where once they had voted to censure him, his fellow senators gathered last week to do him final honor. The service, the first held in the Senate since the death of Senator William Borah 17 years ago, was sketched (above) for LIFE by Arthur Shilstone. Joe McCarthy's controversial career, Chaplain Harris said, could now enjoy "the peace of a calmer appraisal." Across

the U.S. the senator's critics, as well as his supporters, seemed to agree.

From Washington, the senator's body was flown back to Wisconsin. There, thousands of constituents filed into St. Mary's Church in Appleton for a last look. Even as Joe was buried beside his parents' graves in the little hilltop cemetery overlooking the Fox River, well-wishers were sending or pledging funds to help Mrs. Jean McCarthy and their 5-month-old daughter. And Senator George Malone of Nevada proposed that, as a last gesture, the Senate strike from the record its censure of Joe McCarthy.



MR. BECK, MEET YOUR SON

Dave Beck Jr. (center), a wise child who knows his own father, was in Vancouver, B.C. last week beyond reach of the Senate committee investigating the family's operations with Teamster union funds. Witnesses told the committee that Dave Sr. had pressured Anheuser-Busch into giving Dave Jr. and his partners a beer distributorship. But Dave Sr., refusing to answer questions, pleaded the Fifth Amendment even when asked if he knew Dave Beck Jr.



WARM-UP FOR A CRUSADE

Taking a fighting stance during a White House call, Evangelist Billy Graham told President Eisenhower that the time was ripe for "a great spiritual awakening" in the U.S. Then Graham headed for New York to tackle what he called his greatest challenge, a 47-day series of evangelistic meetings in the world's biggest city (see next week's LIFE).

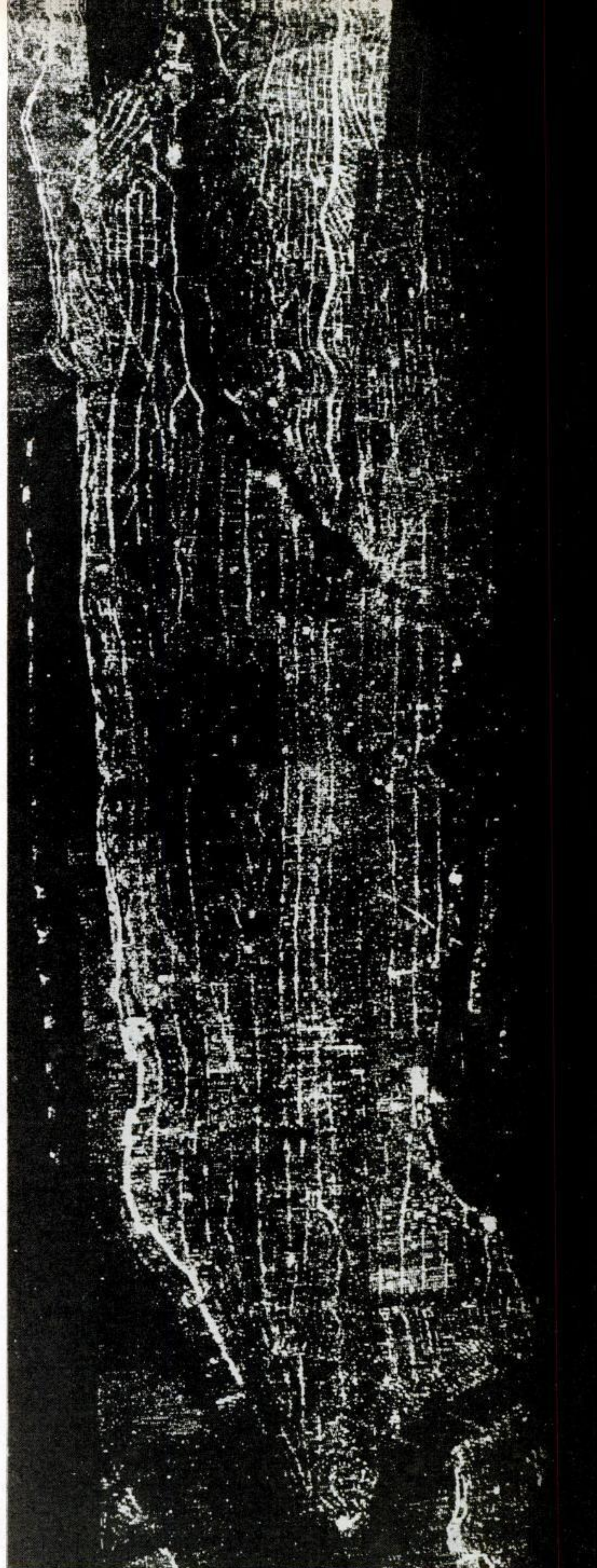
BIG SPOUT A-SPOUTING →

Off Pompano Beach, Fla. a massive column of water and air whirled over the Atlantic. It was a waterspout, a tornado which formed over the ocean and wrapped itself in the meeting mists of cloud and sea. Common to tropical waters, waterspouts are seen this far north half a dozen times a year, then so briefly they are seldom photographed. The Pompano Beach one lasted half an hour without disturbing the ship at left or the shore bird at lower right.

A LOOK AT THE



WORLD'S WEEK



AN ISLAND IN INFRARED

In Manhattan one night last week residents were roused by a mysterious low-flying jet. The plane was taking test infrared photographs of the island, like the one above. Infrared depends on heat rays rather than light waves to record an image, can thus detect concealed objects. The hotter an object is the better it shows on the film. In the Manhattan portrait vertical lines are North-South streets, while black area in center is cool Central Park.



CAPTURED TROPHIES ON DISPLAY BY ISRAELIS

In celebration of the ninth anniversary of her independence, Israel put on a show of military might and the symbols of last year's victory over Egypt, before 500,000 in Tel Aviv. What

pleased the crowd most was the artillery and armor, including Russian-made personnel carriers (above), captured in the Sinai Desert with 1,300 guns and vehicles from the Egyptians.



HOWDAH DUTY

TV Star Jinx Falkenburg and Malcolm Forbes, G.O.P. candidate for governor of New Jersey, hopped an elephant in Madison Square Garden. To raise campaign funds Forbes's backers bought up a performance of the Ringling circus for \$40,000, sold \$200,000 worth of tickets.



A DISPUTE QUIETED

As Nicaragua's President Luis Somoza (right) looks on, Ricardo Arias Espinosa of the Organization of American States signs a document ending a Nicaragua-Honduras border dispute.



HIGH-LEVEL AWARD→

At Oxford, Miss. airport, Governor James Coleman (LIFE, April 15) got a high-level award. When Colonel Edwin Patterson of the 502nd Airborne Infantry Regiment was ready to make him an honorary Pfc. the mikes got stuck too high up. Soft-drink crates saved the ceremony.



SOUP SERVICES BY GUMP'S, SAN FRANCISCO

How will you have your soup today?

In a soup bowl at the dinner table? That's a favorite way to have a soup like Chicken Noodle—warm and welcome with the aroma of golden chicken broth, egg noodles and tender chicken bites! Or will you have your soup informally in a cup or served from a buffet tureen into a ramekin. There are so many ways to enjoy soup. Isn't it good Campbell's makes 21 kinds to choose from?



Soup in a cup . . . perfect way to carry Chicken Noodle Soup where you want it, when you want it!



Soup in a ramekin . . . talk-of-the-table new way to serve an old favorite . . . Chicken Noodle Soup!



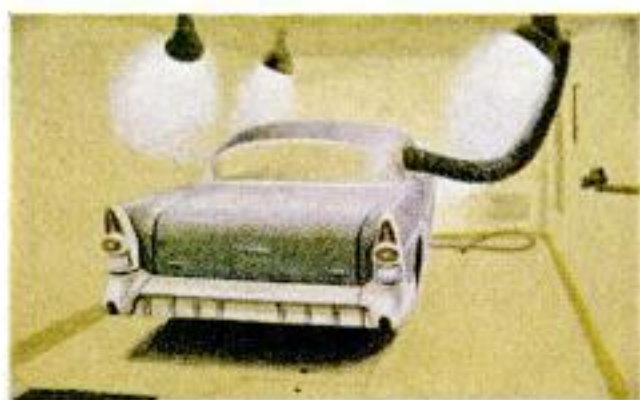
SOUPS SUPPLY BASIC NUTRITIONAL NEEDS: Vitamins, Minerals and Liquids—for general well-being • Proteins—for upkeep and growth • Carbohydrates—for energy

Once a day... every day... SOUP!

How to make dust bite the dust.



THE WORLD'S WORST STORMS PROVE THERE'S



The World's thickest dust storm lashes a 1957 Body by Fisher. Here in the Chalk Room at Fisher Body's testing laboratories, dense clouds of white powder smother a vacuumized car. One imperfect seal, one tiny open seam and the chalk would be sucked into passenger and luggage compartments. This *proves* the tight construction and heavy insulation of a Body by Fisher. *No other body* in the world is so free of dust!



The World's wettest cloudburst—the equivalent of 50-inch downpour tests the tightness of a 1957 Body by Fisher. Thirty-six jet sprays drench the body from every angle, while a team of inspectors keeps a sharp lookout for the slightest trace of moisture inside. At Fisher Body *every body* must weather this trial by water. *Every* Fisher Body must be as snug as steel, sealers *and* skill can make it.



. and "rivers" stay 'way from your door

NO BODY LIKE A FISHER BODY

When you shop for a car, go behind the "seen."

The tight seams and snug-fitting joints of a Body by Fisher can tell you a lot about what lies beneath the surface.

For they are the "seal" of America's most *carefully* built body.

Care and *caring* — they help make a Fisher Body better to look at, safer to ride in, more pleasant to live with through the years.

It has been true since the first Fisher bodies were built. It is true today in all General Motors cars, the only cars with Body by Fisher.

Body by Fisher

Better by Far



On General Motors Cars only:

Chevrolet • Pontiac • Oldsmobile • Buick • Cadillac



Long-standing favorite!

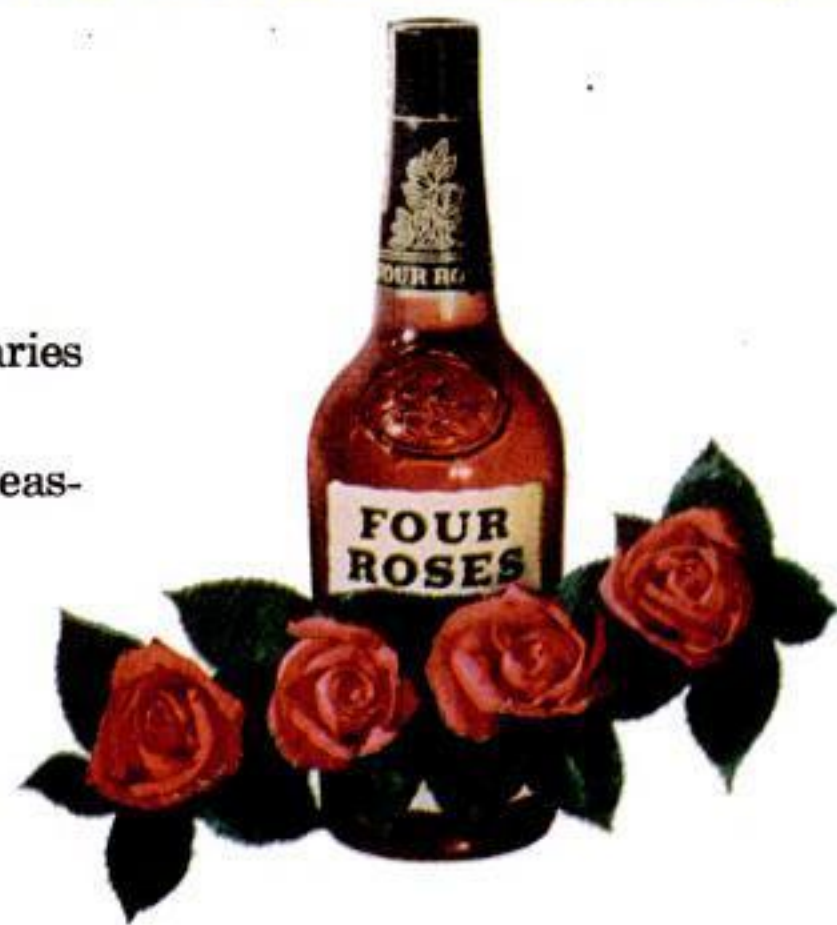
You're looking at a true wonder—a whiskey that is America's most wanted brand, year after year.

And you'll know why, too, with your very first taste of Four Roses. The flavor is so much richer,

brighter—with a rare mellowness that never varies over the years. Sample this wonder, tonight.

You'll agree—no other whiskey can quite measure up. FOUR ROSES DISTILLERS CO., NEW YORK CITY

When it's time for the finest... **FOUR ROSES**



A MAN ON HORSEBACK TOPPLES IN COLOMBIA

**Phony election to keep rough rider Rojas in office
spurs an outraged people to unseat their dictator**

A South American dictator's strong-arm efforts to stay in the political saddle last week set the rich and perennially restless republic of Colombia off on a bucking rampage. Lieut. Gen. Gustavo Rojas Pinilla, who four years ago took over to quell a civil war, was taking the usual steps to make sure the next presidential election came out right. The election was a year away but Rojas ordered his puppet legislature to: 1) invalidate constitutional provisions which provided for popular elections and forbade a president to succeed himself; 2) declare Rojas president for another four-year term to end in 1962.

The Colombians exploded in protest against a man who had tripled his fortune in office and whose autocratic behavior had alienated press, church, plain people and most politicians. Defying orders to return home, the opposition candidate, Dr. Guillermo León Valencia, brandished a pistol and announced, "I'll go back dead or hog-tied." Pro-Valencia students began to riot, first in the university town of Cali, then in the capital city of Bogotá. Stores went on strike and banks closed their doors, refusing a Rojas order to reopen. On his side, Rojas invoked a curfew, put 35,000 soldiers on police duty and tried to stage a pro-government rally—but only 1,000 supporters showed up. In the midst of all this the legislature obediently re-elected him. But then horseman Rojas lost his seat entirely.

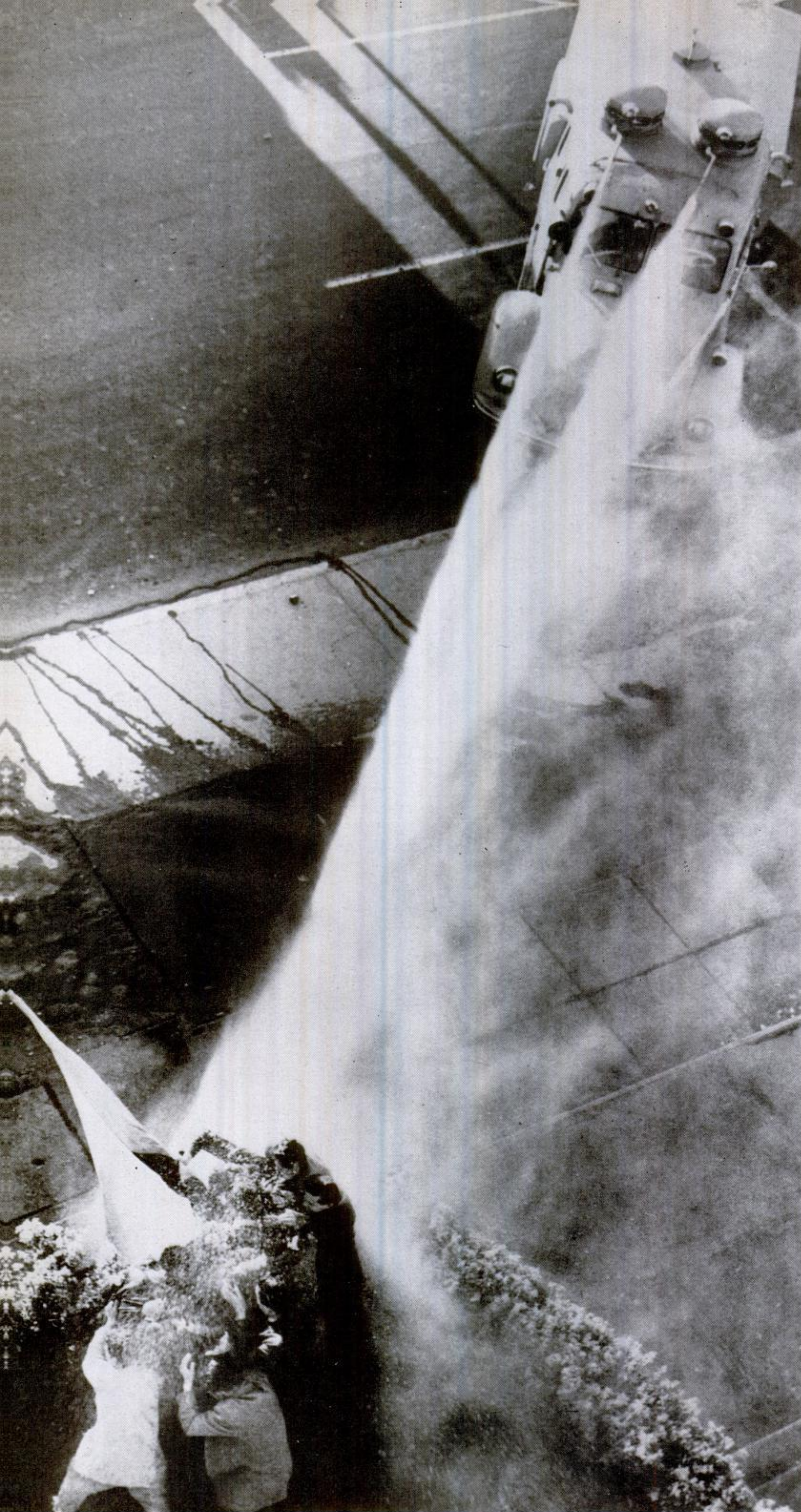


RIDING RANGE before revolt, Rojas inspects lands. A 57-year-old army officer who fought in Korea, Rojas used presidency to become nation's biggest rancher.

BOGOTA POLICEMAN SWINGS RIFLE AT DODGING RIOTER, AS GOVERNMENT FORCES CLEAR STREET A FEW HOURS BEFORE THE ROJAS RIGGED "RE-ELECTION"



CONTINUED



SPRAY ATTACK drives three rioting students, still carrying the Colombian flag, to cover behind a hedge near a Bogotá university. These high-powered jets

of water were shot from turreted tank trucks and were colored red to make the demonstrators easier for the dictator's police to identify—and arrest.



WAVING THEIR HANDKERCHIEFS AND SCREAMING

ASSAULT BY SPRAY,

For eight days the anti-Rojas rioters fought with sticks, stones and bottles until the broken glass stopped traffic in the streets. Rojas' forces replied with bullets, clubs and tear gas, killing some 100 Colombians. They also turned their spray trucks onto a Roman Catholic church—a crucial error. The Church then wrecked



EMERGENCY BROOMS of twigs are attached to bumper of military car to sweep glass, tacks and nails out of path of tires during riots of May 6 to 8.



"LIBERTAD," COLOMBIANS THROW BOGOTA'S PLAZA BOLIVAR ON MAY 10 TO CHEER ROJAS' DOWNFALL

THEN A HAPPY SPREE FOR 'LA LIBERTAD'

Rojas in a statement by the powerful Crisanto Cardinal Luque condemning "wanton murder" and "sacrilegious profanation."

The next day Rojas stepped offstage in a typical Latin American way. At 3 a.m. he left a conference of generals and admirals who gave him the bad news—even they were through

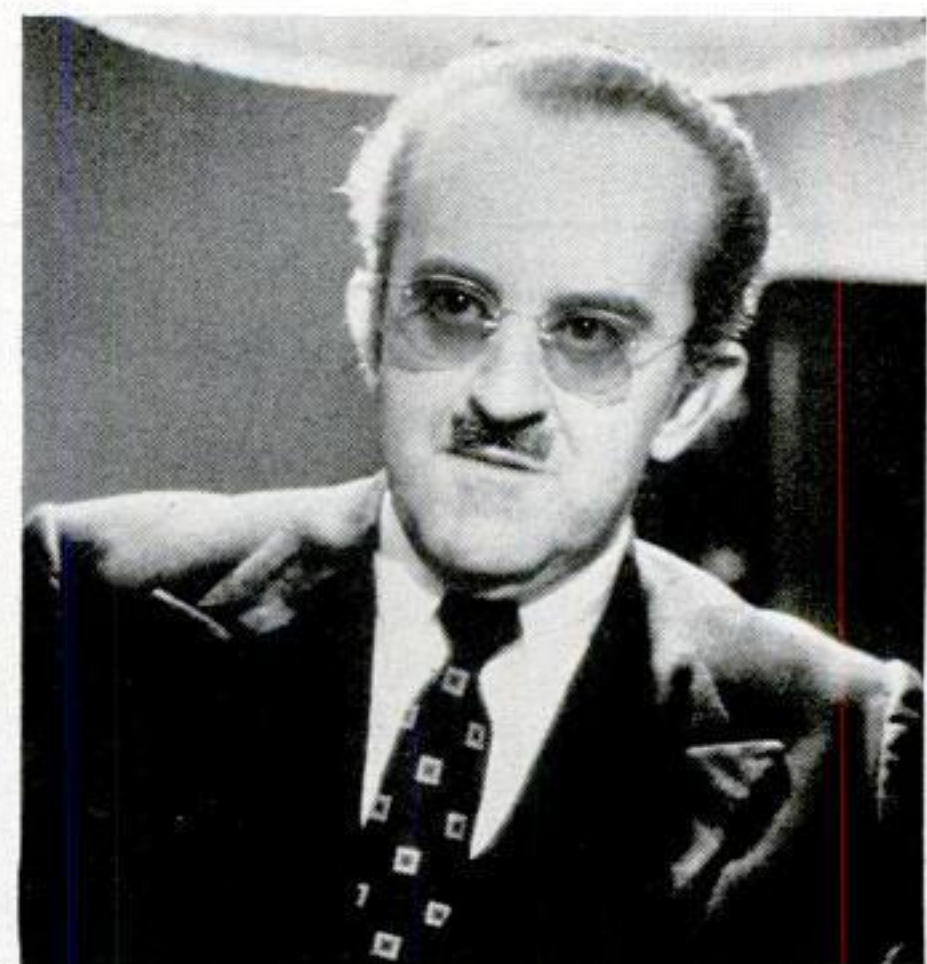
with him. As a five-man junta took over and raised hopes for freedom by promising a real presidential election in 1958, Rojas flew off to Jamaica, then to Bermuda. In the unloved dictator's wake his countrymen erupted again—this time in an outburst of rejoicing so unrestrained that 30 more were killed by police.



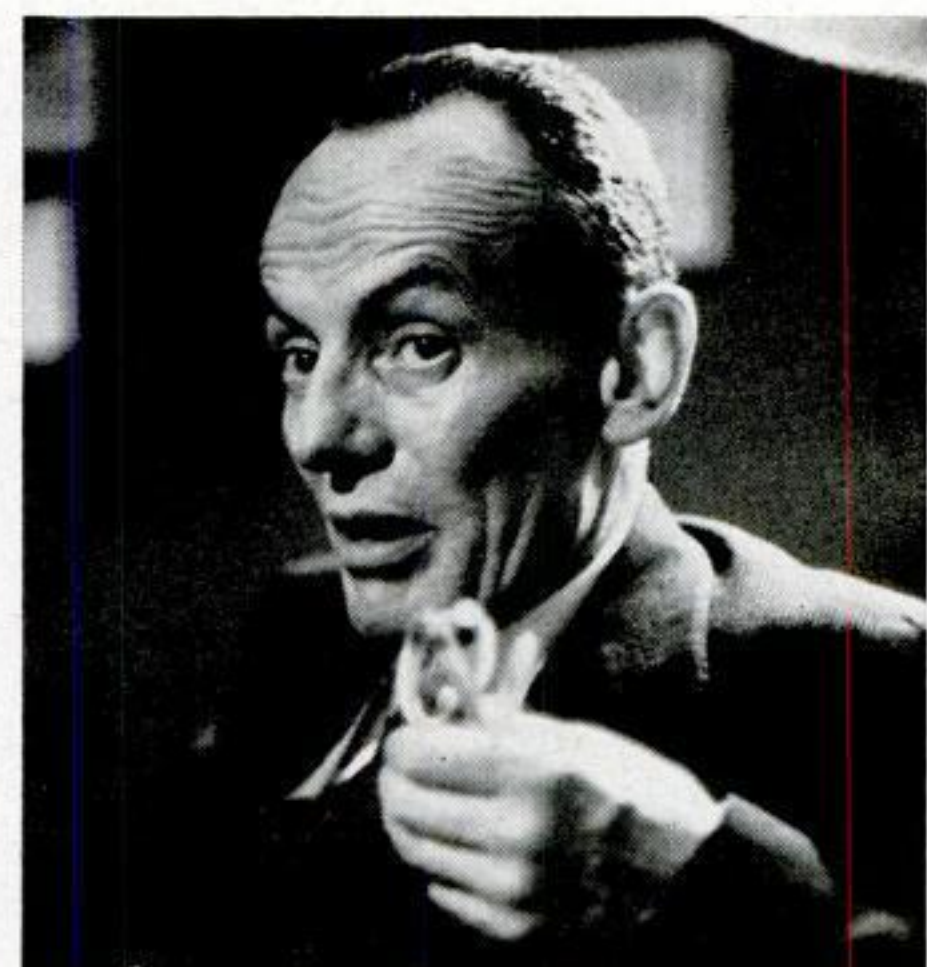
CATHOLIC OPPOSITION to Rojas is cheered by La Porciúncula parishioners after Rojas forces attacked church with tear gas and dye-spraying trucks.



PREMATURE PARTY after Rojas was re-elected has supporters, including Rojas' son-in-law, Samuel Moreno Diaz (third from right), raising a toast.



OPPOSITION CANDIDATE, Conservative Dr. Guillermo León Valencia, precipitated first riots by resisting Rojas' orders to put him under arrest.



AN OPPOSITION LEADER, former president Dr. Alberto Lleras Camargo, heads Liberal party but joined Valencia's Conservatives against the dictator.



IN FLIGHT, GLUM EX-DICTATOR ARRIVES IN JAMAICA ON WAY TO BERMUDA →

KING COTTON—THE ROYAL NONESUCH

OUR GOVERNMENT'S FARM MADNESS PAYS A SUCCESSFUL INDUSTRY TO WRECK ITSELF

If Americans, who pride themselves on their common sense, were told the following:

That a big industry, one of the nation's most important, is so successful in its operation that it gets twice as much product out of the same material as before, and has perfected its whole technique so skillfully that it is almost completely automatic from start to finish and is so efficient that it could undersell any similar product made anywhere else on the globe . . .

That the government, far from regarding this success as proof of the industry's ability to look after itself, insists on meddling in its affairs, giving it huge subsidies which it does not need, forcing it to produce too much—and at the same time holds its price so artificially high that the industry cannot compete with the rest of the world but is foundering in its own overproduction . . .

Would Americans say that this makes sense, or would they say the whole thing is as crazy as a bedbug?

Well, everything described above is true, has happened, is happening. The industry concerned is cotton—King Cotton, it used to be called. We believe most Americans are not aware of the absurdities that the government farm-subsidy program has created in U.S. agriculture. We believe that if they were so aware, they would use their sovereign majesty to stop it. And since the most absurd of these absurdities is reflected in cotton, we herewith set down a few "do-you-knows" about it. Do you know that:

► The technology of growing cotton has been so perfected that the man-hours required to grow a bale of cotton have dropped since 1930 from 260 hours to 108, and the average yield per acre has risen from 157 pounds to 409 today?

► The most efficient producers—mechanized farms on flat lands ideally suited to irrigation and cotton culture, as in Arizona—can produce up to 1,108 pounds per acre?

► From start to finish, cotton culture is now chemically or mechanically controlled—high-yield seeds chemically treated to resist molds and insects are machine-inserted into ground prepared by soil looseners and nutrients, nourished by a dozen varieties of chemical fertilizers; the sprout fed with nitrate pellets, and sprayed with insecticides, and the boll de-leaved with chemicals?

► This technology has become so increasingly efficient that no matter how much acreage allotments are cut back under the crop reduction program the crops keep right on increasing?

► Cotton culture is so successful and efficient that 17.5 million acres now yield more production (14,725,000 bales in 1955) than was grown on 43 million acres in 1930?

► Instead of letting this very successful industry stand on its own feet, the way General Motors does, the government has so far lost a total of \$1.7 billion in trying to keep it artificially regulated? That this year it will lose a total of about \$265 million on this program, on top of \$337 million lost last year?

► The government grants "crop loans," which guarantee a price of about 28¢ a pound and takes over whatever cotton the industry can't sell? That the effect of this is to make it turn out far more than it can sell? That last year the glut was some 14 million bales, one and a half times as much as the nation's normal (nine million bale) consumption and about half of the whole free world's normal consumption?

► To get rid of surpluses the farm-bloc congressmen, who swap their support for one another's favorite subsidies,

have required the government to "dump" this cotton overseas at prices far below the artificially frozen domestic price? That this form of economic warfare wipes out a great deal of the goodwill built up by other U.S. programs, such as foreign aid? That it is completely contrary to our announced policy to work toward fair and free trade?

► This cheap cotton, sold by the government at a loss, comes back in some part to the U.S. in the form of foreign textiles, made far cheaper than our domestic industry can make them, because the foreign makers can buy American cotton at less than cost?

Well, it's all true. The original purpose of cotton subsidies—to help the distressed small farmer—no longer makes sense. It keeps the marginal, uneconomic, hillside "patch" farmers turning out poor cotton that isn't needed anyway. It keeps them at it when, if left to their own devices, they could go to a town and work at a useful job.

The really successful cotton farms—the big mechanized ones and the good medium-sized farms which still produce most of our cotton—could surely get along without help, eventually, if the industry was put on a basis of free competition and our prices left to find their own level. The business would quickly thin down to efficient operators, who could produce all the cotton really needed, and at a profit. Yet the government last year laid out \$1.4 million in crop loans to one of the biggest of all these corporate cotton industrialists, Mississippi's Delta & Pine Land Co., a British stock company.

This program is causing cotton to strangle itself to death. When the consumption of everything else in this growing land has been rising, cotton has been standing still by comparison. In 1930 it made up 85% of all fibers used by Americans; last year it made up only 66%. The sales of synthetic fibers have soared by 1,000%—from one pound per person to 10 pounds, while cotton rose only from 21 pounds to 26, or about 25%.

Does any of this make any sense? We don't think so. And it emphasizes the underlying nonsense of a large part of the farm program, on which Congress this week is debating the spending of another \$5 billion—one sixth of the whole nondefense budget, going to an industry in which only 7.3% of all Americans now make their living.

To point out these hard facts is not to be "agin" the farmer. The nation needs farmers. But one inescapable fact is that farming is taking on many aspects of an industry—mechanized, automated, incorporated. The same technological explosion that, in cotton, has made for bigness, increasing concentration and ever-increasing efficiency, has also taken place in all U.S. farming. The individual farmer with sufficient land and machinery has been able to keep abreast of it. We have every sympathy for the marginal, high-cost "little fellow" who is inexorably being crowded out, but is there any depression to justify keeping him on a dole? There is no likelihood of agricultural shortages either. The longer the 92.7% of the rest of us taxpayers keep him there by giving him money to stay in a business he can't possibly succeed at, the longer will the whole farm picture stay in a needless and senseless mess. Some of the funds might be better used to help farmers relocate in a better business.

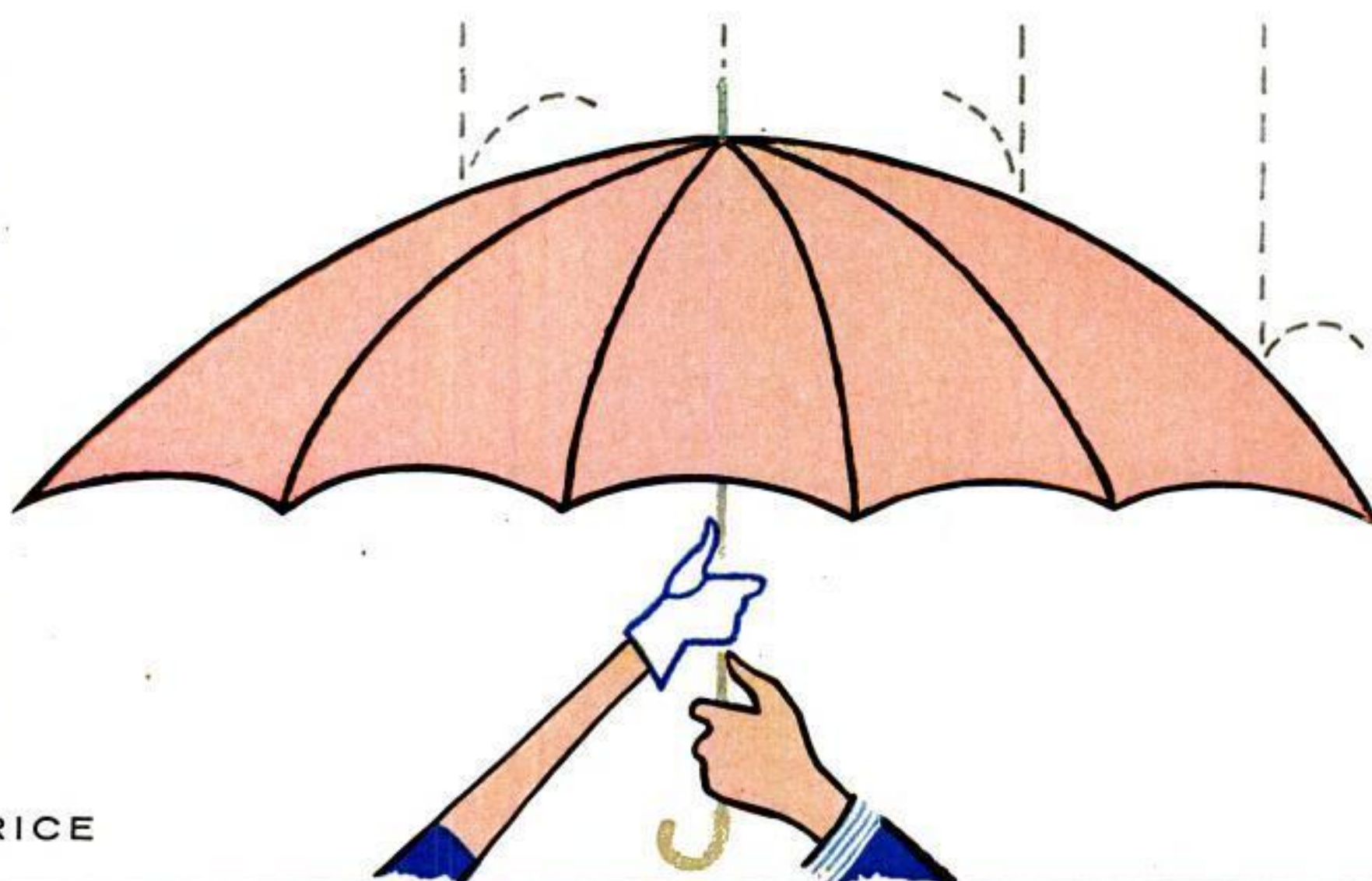
If enough Americans squawk, something will be done to stop this silly business.

SHEAFFER'S

Spring Shower of Gifts

Father's Day • Graduation • Weddings
Birthdays • Anniversaries

PICK YOUR PRESENT—PICK YOUR PRICE



DELUXE
from \$15⁵⁰



SHEAFFER'S STATESMAN. White Dot Pen with Sheaffer's finest features. Precious palladium-silver points. Pen only, \$15.50. With matching pencil \$22.75.



CLIPPER ENSEMBLE. Choice of black, burgundy, pastel green, aqua or grey. Palladium-silver points individually ground. Snorkel Pen only, \$18.50. Set, \$26.00.



JET CRYSTAL DESK SET. Smart desk accessory. Lustrous black base, 4½" x 7". Perpetual calendar, slender Snorkel Pen in gold-filled mounting. \$30.00.

MODERATE
from \$7⁹⁵



SHEAFFER'S SPECIAL. Choose smooth, palladium-silver point in individual writing styles. Exceptional value. Snorkel Pen only, \$7.95. With matching pencil \$13.95.



DESK SET. Gracious for home or office. Italian marble base, 2¾" x 3¼". The Sheaffer Snorkel Pen fills without dunking. Choice of points. \$12.50.



SHEAFFER'S ADMIRAL. Easy-writing 14K point, choice of five colors. Fills clean, without mess, genuine Snorkel Pen. Pen only, \$10. With matching pencil, \$16.00.

MODEST
from \$1⁹⁵



FEATHERTOUCH BALLPOINT. Writes 5 times longer than ordinary ballpoints with giant transparent unit. Medium or fine point. Wide color choice. Only \$1.95.



CARTRIDGE PEN ENSEMBLE. Pen fills like a ballpoint. Drop Skrip cartridge into barrel and write. Choice of points and colors. Pen, pencil, 4 cartridges, \$4.95.



FOUNTAIN PEN DESK SET. New! Outstanding value. Glistening jet base. True pen point writing plus clean filling. Complete choice of points. \$5.00.

Whatever the occasion, when you give a fine Sheaffer Pen or Pencil you give the most personal, practical gift of all. A gift to be used . . . to be treasured . . . and to serve as a constant reminder of your own thoughtfulness and good taste.

SHEAFFER'S

WHEN IT COMES TO WRITING—COME TO SHEAFFER'S

©1957, W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA, U.S.A. • IN CANADA: GODERICH, ONTARIO • IN AUSTRALIA: MELBOURNE • IN GREAT BRITAIN: LONDON

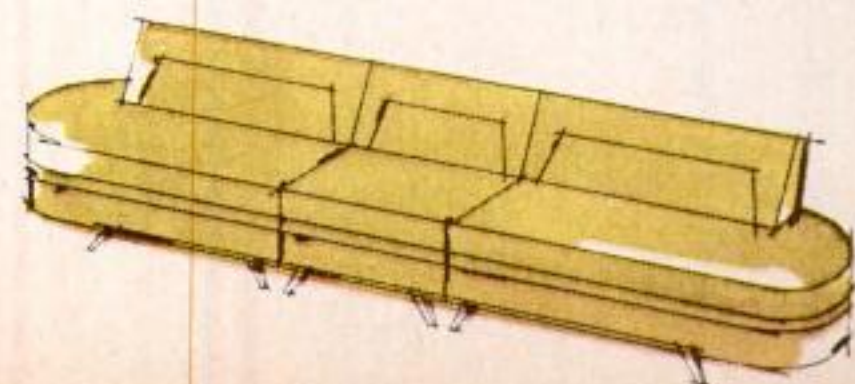
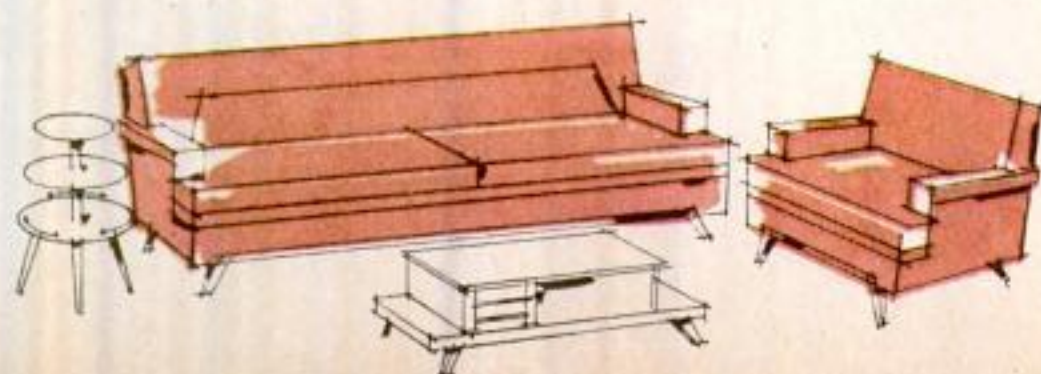
Look what you can do with Harmony

Only at Sears—Harmony House furniture, accessories, fabrics, paints—completely color-coordinated to let you decorate every room in your home with new ease and confidence!

Shop at
SEARS
and save



Here are just a few of the other charming sectional arrangements you can make

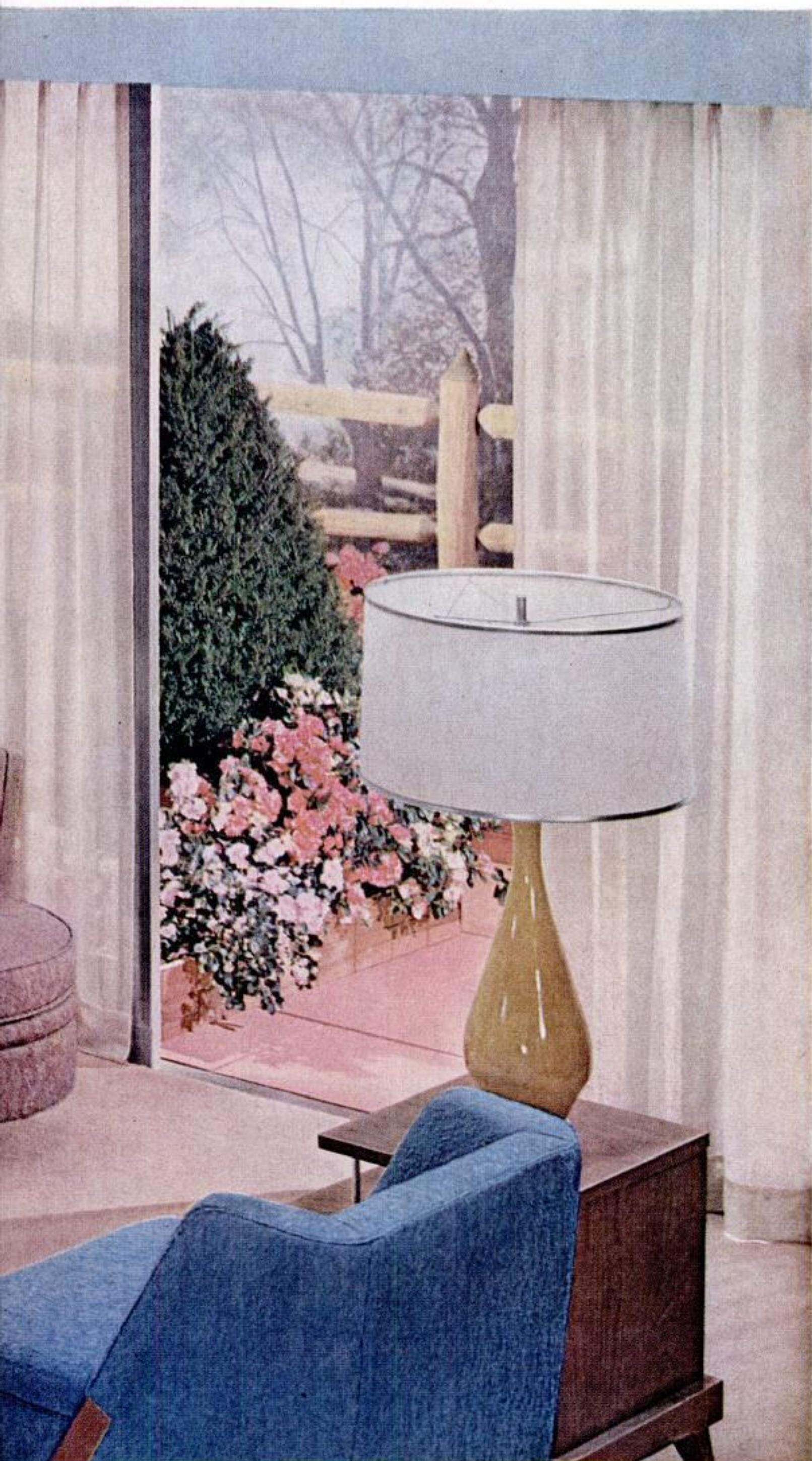


Copyrighted material

House Coordinated Colors from Sears!

Look how beautifully everything goes together in the modern living room illustrated! Notice the smooth blend of colors... the perfect coordination of furniture, rug, draperies, lamps... even the pictures on the wall! It's just a sample of what *you* can do with Sears new color-coordinated Harmony House furnishings... even if you've never decorated before! Whatever you do, the results are bound to be beautiful... and correct.

Come into Sears and see how it's done... or consult the Sears Catalog. Harmony House furnishings come in a wide range of tasteful Harmony House Coordinated Colors. Any item in any one of Sears exclusive color groups will blend perfectly with other items in the same Harmony House color family. Virtually limitless colors can be selected in everything from sofas to coordinated draperies and carpeting... in paints, wallpaper, and tile, too!



©1957, SEARS, ROEBUCK AND CO.

NEW HARMONY HOUSE "CARAVAN" LIVING ROOM GROUP

Here is just one of many groups of coordinated furnishings in Sears Harmony House selections for living room, dining room, bedroom and bath. Notice, in the "Caravan" group illustrated, how the sectional pieces, armless chair, occasional chair and other furnishings go together. Coordination goes even beyond color. Styles, wood finishes, shapes and fabrics are skillfully coordinated, too. As a final "go-together" touch, each piece is deftly highlighted with brushed silver color.

The comfort-inspiring sectional sofa, for example, has deep, foam latex cushions that are reversible. Frames are reinforced hardwood. Covering is colorful, durable rayon and cotton boucle. And see how new, off-the-floor styling adds sweep and drama to your room. Perfect relaxation just comes naturally in a setting like this! Left section, 46½-in.; center, 74-in.; end 57½-in. Sectional makes 90° angle, fits any room. Three-piece sectional group: \$10 down, about \$4.80 per week in convenient monthly payments.

Occasional tables, in sturdy hardwood with fawn walnut finish, enhanced by brushed silver, have heat and stain-resistant plastic tops.

Luxury Loomed "Caravan" Carpeting has deep, lush pile. It is created for Sears in an exclusive Powerloc weave. Every tuft is woven through to the back, and locked in place! Pile is 80% wool for resiliency and richness, 20% nylon for durability. 20 to 25% more wearability than similar quality all-wool carpeting. \$11.95 sq. yard.

Heavy, textured hand-screened print draperies in classic urn and branch motif, highlighted with silver-color leaves, are Chromefast® lined. By the yard; or ready to hang, 96-in. wide by 90-in. length, \$37.95. Also available for windows up to 12 feet wide. Light, airy Casement Draperies of Harmony House Casette let in the outdoors, yet insure privacy.

The handsome tree lamp, exclusively crafted for Sears in gleaming, silver-colored metal, has three adjustable bullet shades, \$24.95. Table lamp, \$12.95, is highly glazed pottery mounted in silver-colored metal base.

Even the pictures on the wall are coordinated to this beautiful room! They're watercolor reproductions, with fawn-finished frames edged with silver color.

But wait till you see all the rich colors in Harmony House furnishings at Sears! The sectionals alone come in eight different hues. Decorating possibilities are truly limitless. Get the full story at Sears today!

Prices may vary in some areas.

Illustrated: Sectional and Armless Chair in Parchment Beige. Carpeting in Parchment Ivory. Toss Pillows in Malibu Coral, Federal Gold, and Horizon Blue. Occasional chair in Horizon Blue. Table Lamp in Federal Gold.

FREE COLOR-PLANNING BOOKLET!

"How To Do Your Own Color Planning with Sears Harmony House Coordinated Colors." Write Dept. 139, Sears, Roebuck and Co., 925 South Homan Avenue, Chicago 7, Illinois.

Buy now on Sears Easy Payment Plan

It's no trouble at all to establish your credit at Sears. Financing is easier because you deal only with Sears. That's why Sears can save you money on low carrying charges. You can make major home furnishings purchases for as little as \$5 down... even a whole room at once for only \$10 down—convenient monthly payments. Additional purchases can be added right on your original account. And whatever you buy, whenever you buy it, you can always be sure that furnishings from Sears virtually limitless Harmony House selection will go together beautifully!

Shop at Sears and save

You'll enjoy the friendly atmosphere of Sears Stores and Sears Catalog Sales Offices. And you'll find it convenient to shop from the Sears Catalog in your own home, by mail or phone. Sears employees, you know, are the largest owners of the Sears business. They'll do their best to serve you well.

SEARS, ROEBUCK AND CO.—In Canada at SIMPSON-SEARS LTD.



SATISFACTION GUARANTEED OR YOUR MONEY BACK

Copyrighted material

“Any cereal starts the day right
... as long as it's
Post Bran Flakes”



LIFE IS SWELL WHEN YOU KEEP WELL... like you do
when you enjoy the “keep regular” benefits of Post 40% Bran Flakes.
Tastes so good, too—lots of folks eat it for the flavor alone.
That's probably why Post is the biggest-selling bran flakes in the world.
Try some—see if you don't feel swell yourself!



“ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER”

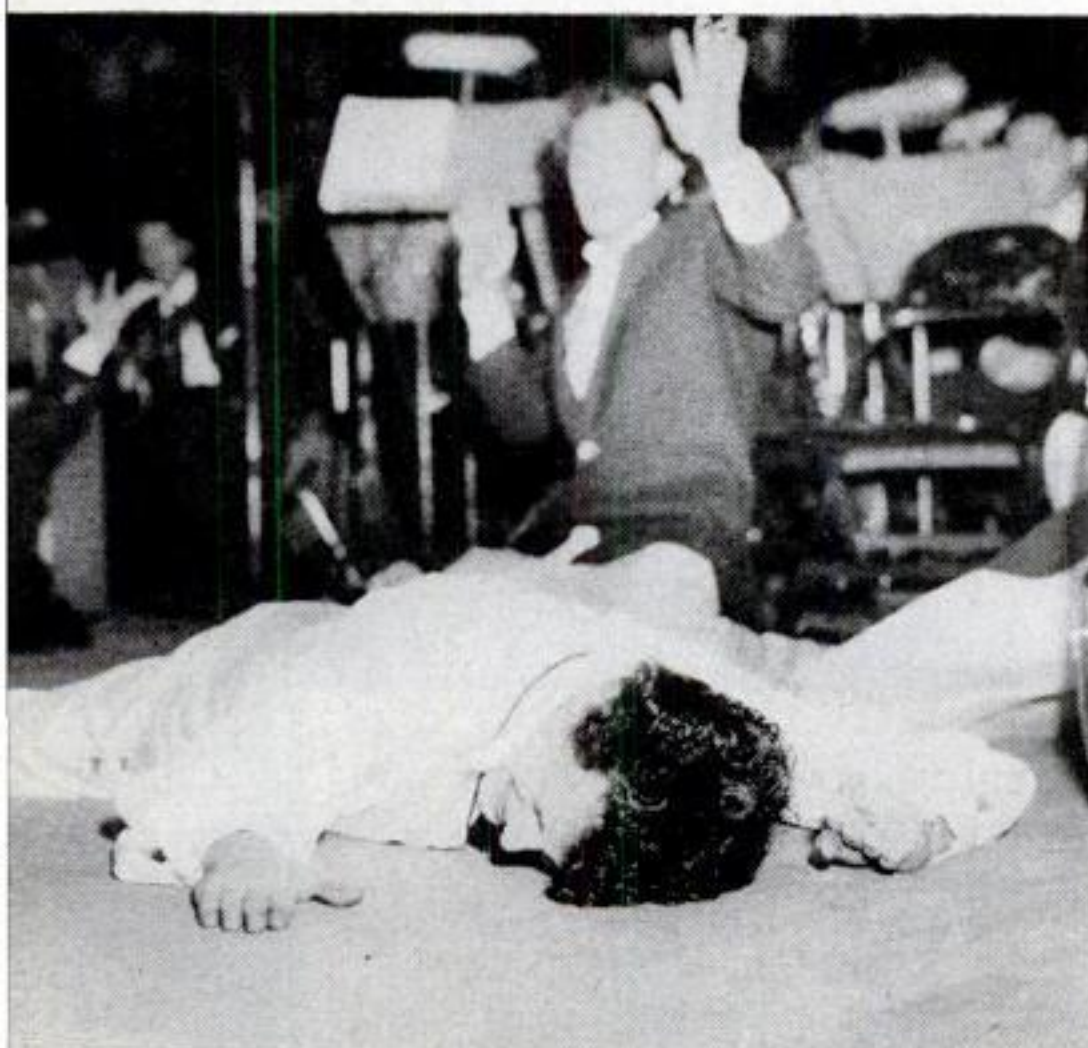


The Breakfast Foods of General Foods



ENRaptured BY THE ROCK 'N' ROLL RHYTHM, TEEN-AGERS IN CHICAGO STADIUM WHOOP IT UP DURING THE RALLY. THEY STAYED EXCITED BUT WELL-BEHAVED

A YOUTH RALLY WITH A ROCK 'N' ROLL BEAT



TAKING THE FLOOR. Performer Gene Vincent sprawls out to beat rhythm for "rockbilly scream."

Chicago youngsters take pledge to be good, get bouncy bonus

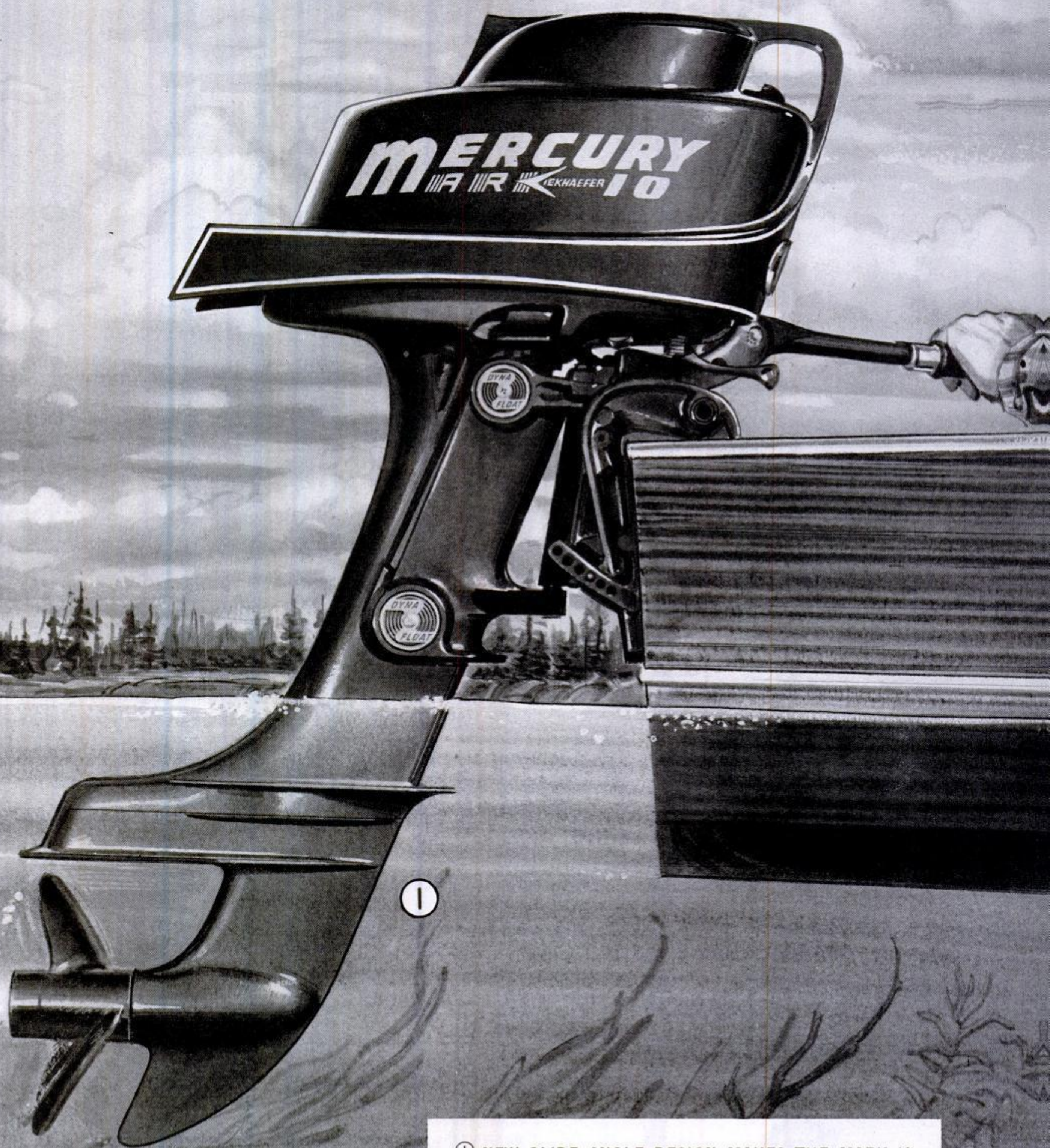
Rock 'n' roll, which some people consider a national anthem of the juvenile delinquent, last month went to work fighting juvenile delinquency. To lure teen-agers to a youth rally in Chicago Stadium, the sponsors promised a bouncy bonus, a big rock 'n' roll concert. In the stadium the youngsters prayed and took a mass pledge to "keep out of trouble."

After that came the music. The performers honked and shouted, jumped around and even sprawled on the floor (*left*). The teen-agers screamed and cheered but, in comparison to the goings-on on stage, behaved with commendable restraint. Whatever anybody else thought, the sponsors—the *Chicago Daily News* and the Kiwanis Club—were sure rock 'n' roll had just the right charm to soothe the teen-age breast.



TAKING THE PLEDGE for good citizenship, students at Chicago's Lakeview High sign up after rally.

NEWS FOR FISHERMEN



① **NEW GLIDE-ANGLE DESIGN MAKES THE MARK 10 NATURALLY WEEDLESS.** Here's the new slant in outboards! Other outboards have straight underwater units that can catch on weeds and rocks. But not the revolutionary new 10 hp Mark 10! It has the exclusive *slanted* lower unit. It glides through weeds, slides over rocks and stumps . . . and the famous Mercury Flo-Torq propeller clutch eliminates shear pin and drive pin worries.

FIRST NEW SLANT IN OUTBOARDS IN 52 YEARS!

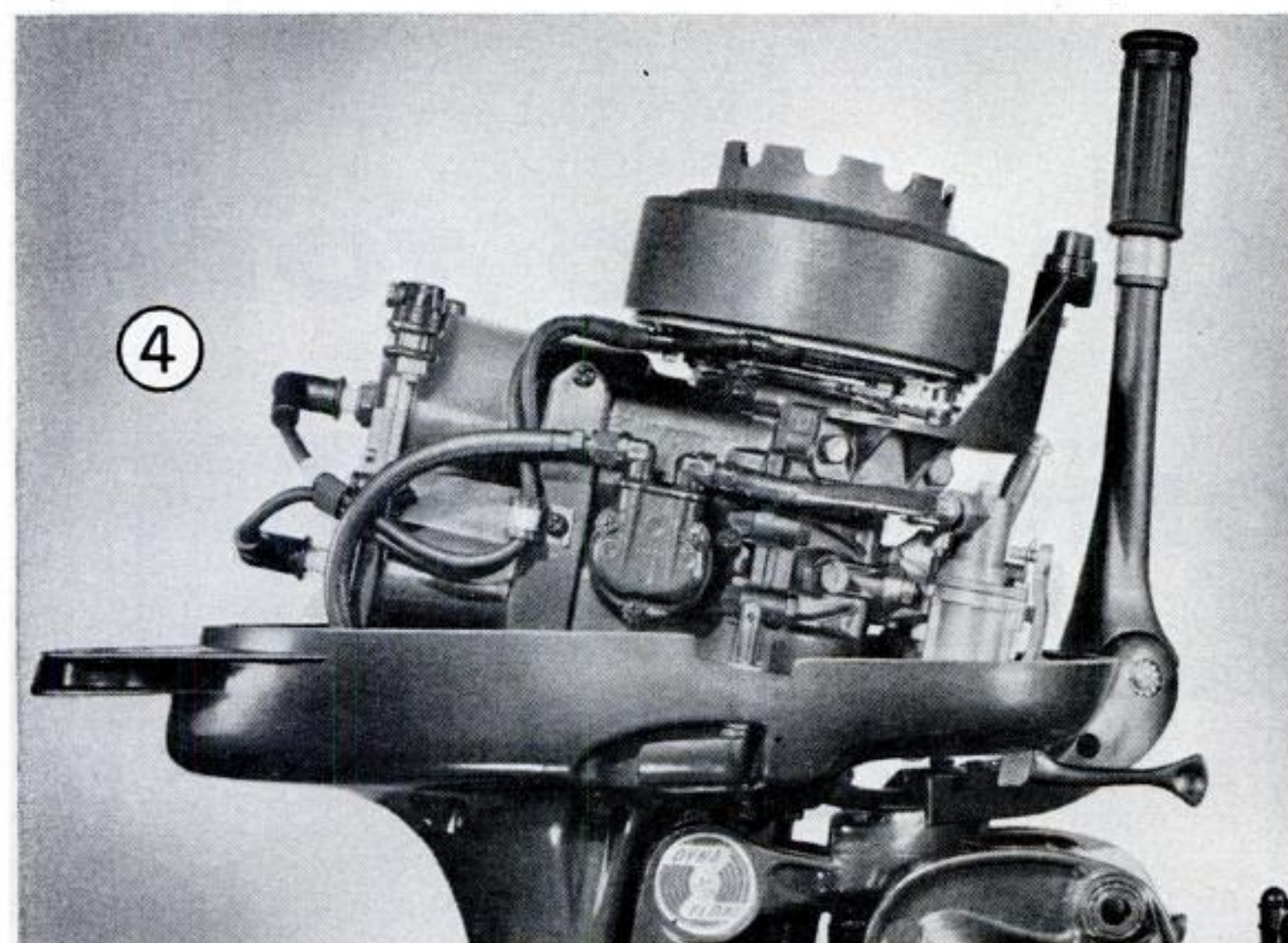
Mercury Mark 10 has exclusive Glide-Angle design, automatic transmission, other features fishermen want most!



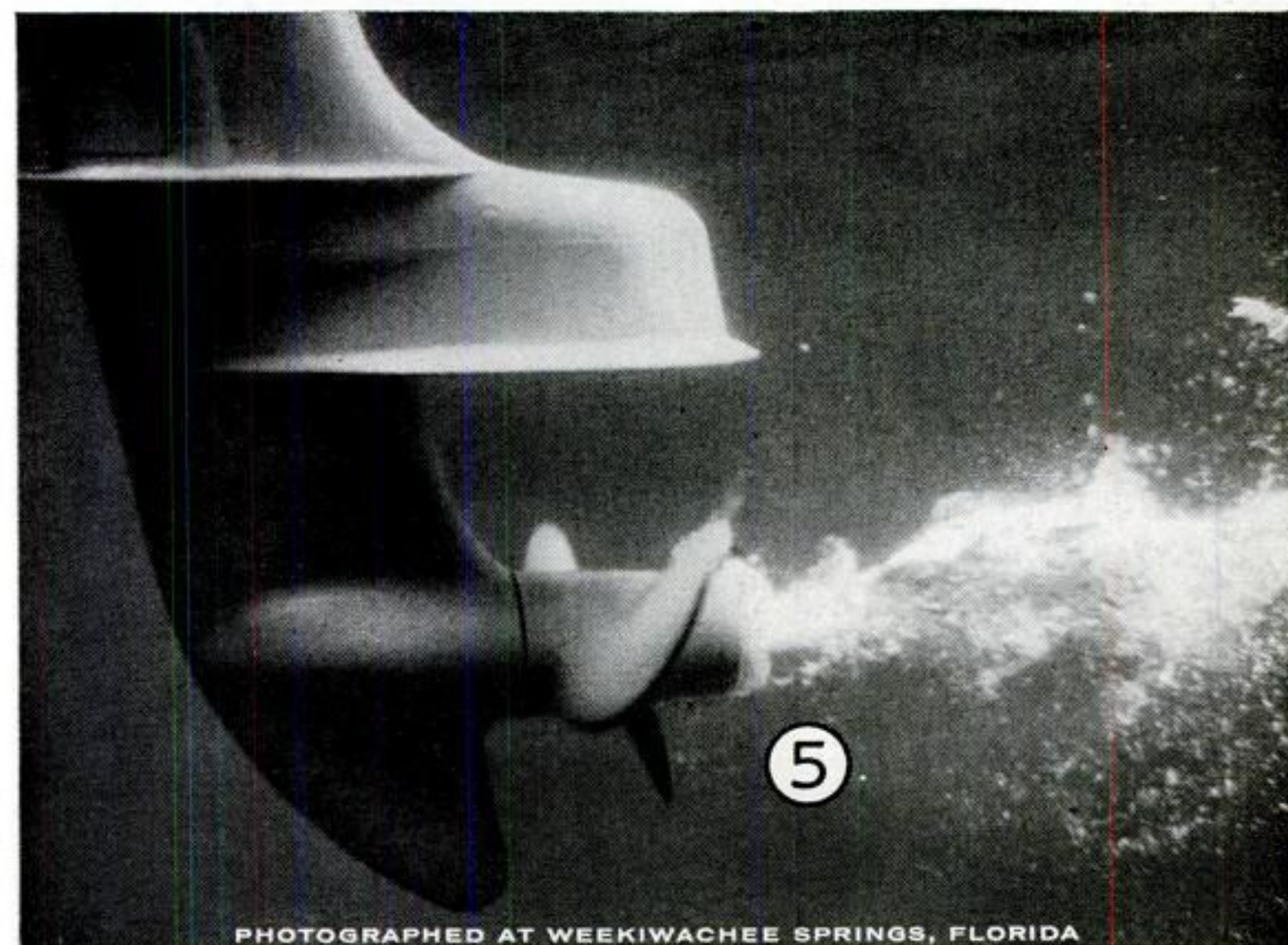
② **FULLY AUTOMATIC TRANSMISSION—ONE HAND CONTROL!** Mark 10 has the first automatic transmission in outboarding. Twist the handle for speed and effortless shifting... forward, neutral and reverse. One-Hand Control lets you operate throttle and shift as you steer. And Mark 10 has Full Jeweled Power (anti-friction ball and roller bearings) that lengthen motor life.



③ **SPEED-R-TROLL LEVER TUNES IN LOW, LOW SPEEDS.** Just push the lever to the left for steady, super-slow trolling, hour after hour. Move it back and you're ready for power. Ten hp Mark 10 easily planes a light fishing boat, delivers speeds up to 26 mph. It gets you fishing, gets you home fast and safe. This motor is so powerful, it's also perfect for all-around family boating fun.



④ **NEW IDLING ANGLE GIVES STEADY STALL-FREE IDLING.** This photo shows how the Mark 10's powerhead is scientifically tilted for unsurpassed idling at low speeds—hour after hour! Exclusive Tilt-and-Drain-Dri system eliminates unburned fuel that can cause stalling and fouled plugs. Longer plug life is one of the important advantages resulting from this new engineering approach.



⑤ **PROP-JET UNDERWATER EXHAUST BURIES FUMES, SOUND.** Even at slow speeds, it jets gases back through the propeller hub (above), burying motor fumes and with them the sound. Your Mercury dealer has 12 great models, 6 to 60 horsepower—widest choice of power on the water! Find his name in the Yellow Pages. Or write for catalog to Kiekhaefer Corp., Box L-3, Fond du Lac, Wis. ©1957.

As low as 10% down, up to 24 months to pay

MERCURY OUTBOARDS for 1957



introducing a new kind of performance >> power, stamina, handling ease



Men on the go...go for

Jockey® brief

BRAND

made only by




Cooper's®

Jockey briefs are comfort-knit and master-tailored for the successful man. Gently snug with just enough support for buoyant ease all day.

Jockey briefs fit like a second skin. They can't gap, bind, chafe, or pinch. Ideal accessory for that trim, active look. Minimum bulk with full security.

Jockey briefs have been copied but never duplicated. At your favorite store in combed cotton, nylon, mesh cotton, fancy patterns, Durene, and luxury Mercelin® (Egyptian cotton & linen).



known the world over by this symbol  Cooper's, Incorporated—Kenosha, Wis. Licensees and registered users: Canada: J. R. Moodie Company, Limited; Australia: Speedo Knitting Mills; British Isles: Lyle & Scott; New Zealand: Lane, Walker, Rudkin; Switzerland: Vollmoeller; France: Vardier; Colombia: Textiles, Ego; Italy: Sacit; Denmark: Taco; South Africa: Ninian & Lester; Germany: Volma; Austria: Josef Huber's Erben; Ireland: Dublin Shirt & Collar Company; Mexico: Rinbros, S.A.; Venezuela: HRH.

TONY MARTIN ALBUM OFFER!

Tony Sings

"ARRIVEDERCI ROMA"

in that so-o personal Martin Manner . . . then introduces you to five of the world's smoothest orchestras! 6 complete selections, one from each of these six just-released RCA Victor albums:

A Night at the Copacabana
A Night in Acapulco
Flight to Romance
Dust on the Moon
Bon Voyage
One Night in Monte Carlo

TONY MARTIN'S

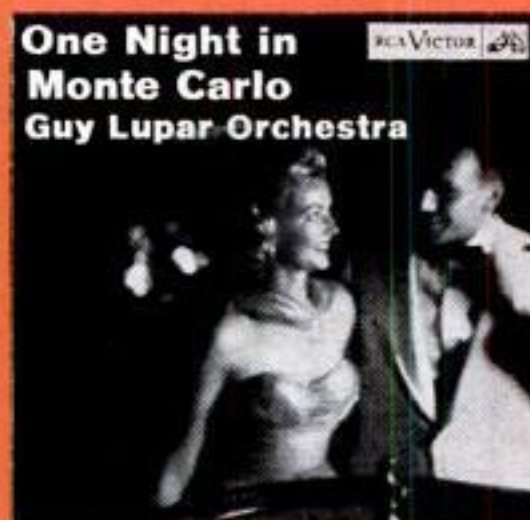
RCA VICTOR
SPA-7-39



A "NEW ORTHOPHONIC" HIGH FIDELITY RECORDING

"WORLD OF ROMANCE"

Preview Album



Crest's
Exclusive Offer!

RCA VICTOR RECORD ALBUM 45 EP

\$1.29
VALUE
only **25¢**

PLUS COUPON INSIDE THIS
SPECIAL PACKAGE OF
Crest

(Nat'l Adv. Prices)

® Fluoristan is a trademark for
Procter & Gamble's exclusive
fluoride tooth decay fighter



If your store does not have the special CREST offer package, use this coupon.

CREST Record Offer, Dept. L, P. O. Box 1259, Philadelphia 5, Pa.
Enclosed is 25¢ in cash, plus a long side panel from either a Large or an Economy size CREST package. Please send me my \$1.29 value RCA Victor 45 EP "World of Romance" Preview Album.

THIS IS YOUR MAILING LABEL—PLEASE PRINT PLAINLY

Name _____

Address _____

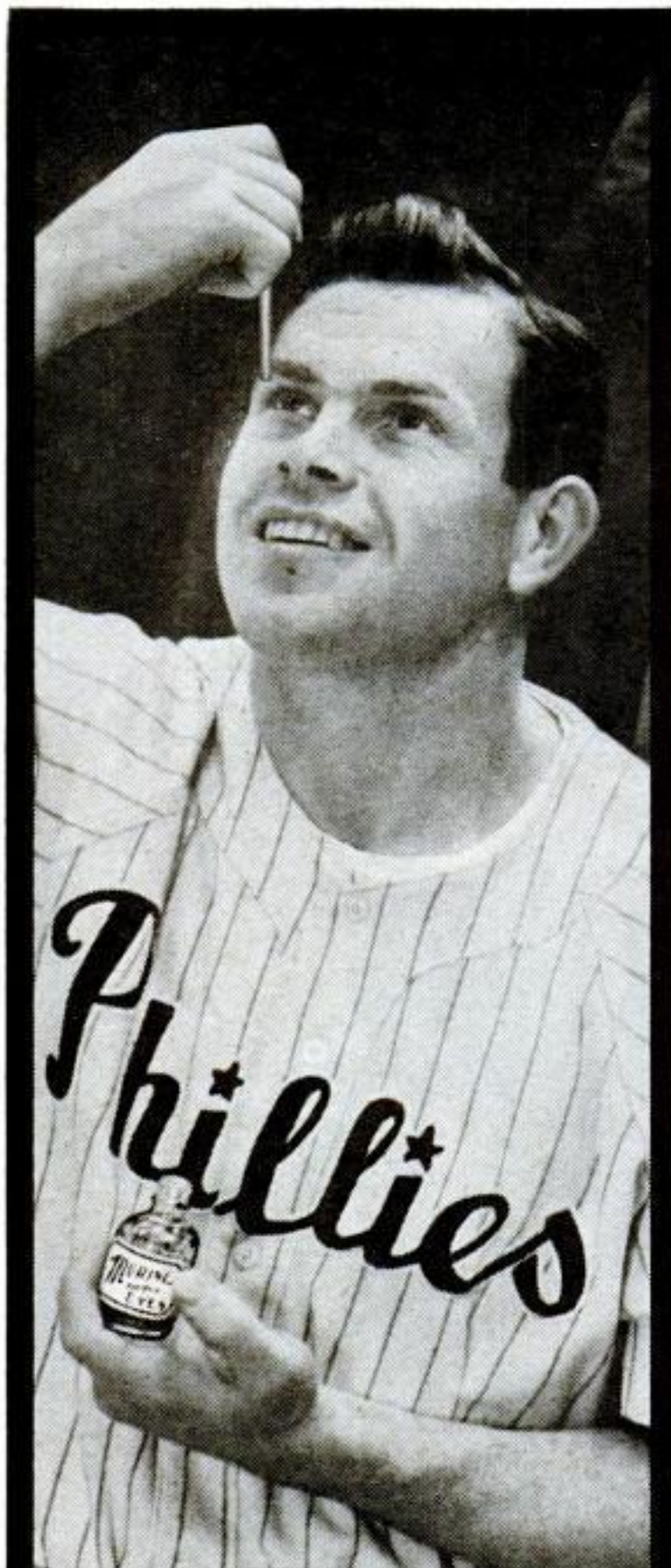
City _____ Zone _____ State _____

Allow 3 weeks for delivery. This offer expires December 31, 1957.
Good only in continental U.S.A. (including Alaska) and Hawaii.

Crest Toothpaste stops Soft Spots from turning into cavities

As your dentist will tell you, cavities often begin in tiny "soft spots"—weak places in tooth enamel. CREST has a special fluo-

ride called Fluoristan that actually hardens those soft spots—stops soft spots from turning into cavities.



"How I
use
Murine
to rest
my eyes"

ROBIN ROBERTS

Star pitcher,
Philadelphia Phillies

"There's nothing like that cool, clean feeling Murine gives my eyes after a hot, dusty ball game," says Robin Roberts. Good trick for comfort in any job. Next time your eyes feel gritty or tired, soothe and relax them with gentle Murine. Just blink two drops in each eye. Great way to rest them! Helps make work go easier. New unbreakable dropper.

MURINE
for your
eyes*

The Murine Co., Inc.,
Chicago, U. S. A.
*Trademarks Reg.
U. S. Pat. Off.



IN DISPUTED LEONARDO that Detroit bought, the baby, says Richardson, recalls Leonardo's drawings of the Christ Child with angels. The hands of the Detroit angels, he says, are tapering and expressive like Leonardo hands.

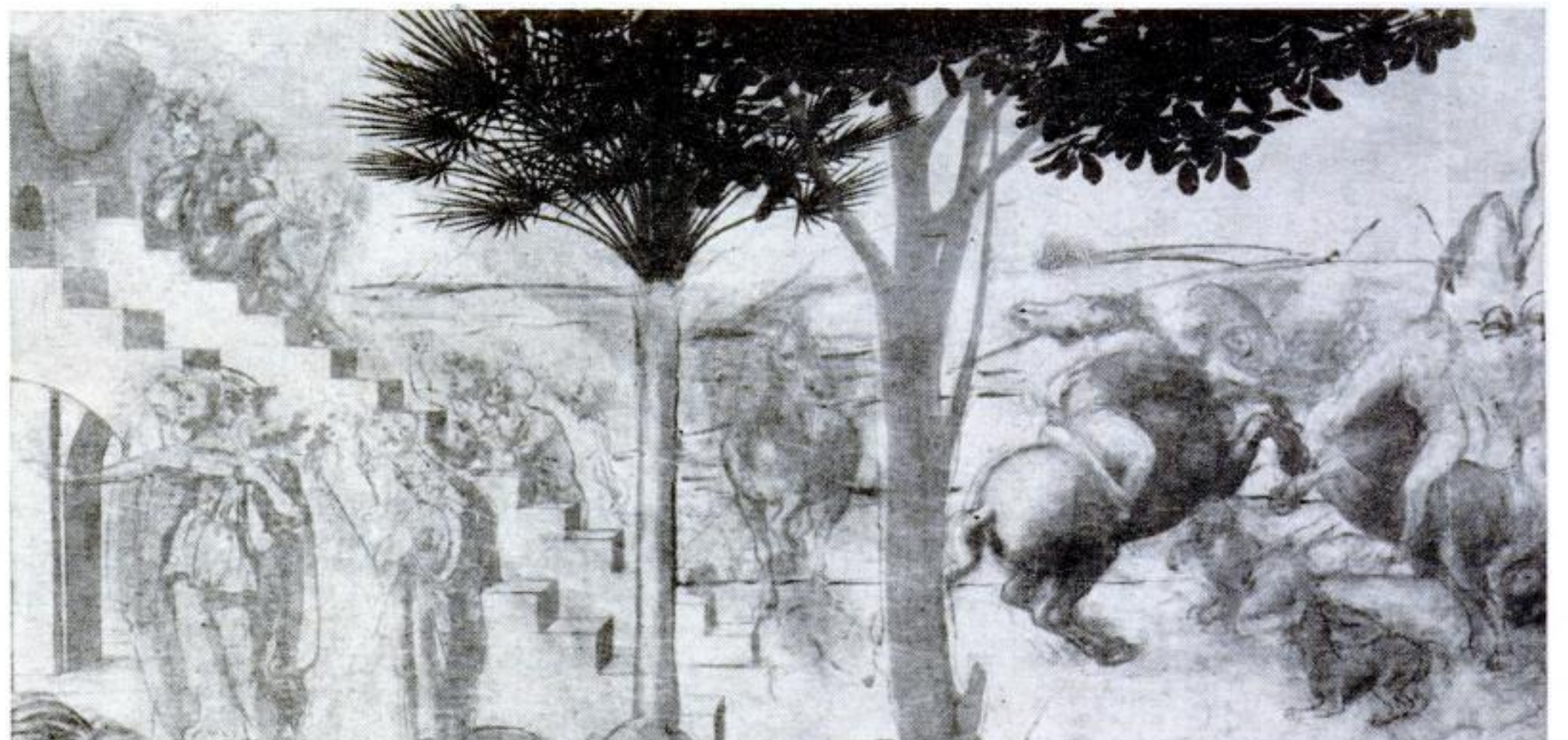


IN ACCEPTED LEONARDO, *Adoration of the Magi* in Uffizi Gallery in Florence, other experts find reason to disagree with Richardson. Baby and Mary's hands, they say, show detailed modeling which the Detroit work lacks.

PRO AND CON IN THE DETROIT DEBATE

The works attributed to the young Leonardo, says Edgar P. Richardson, are all "baffling, all subject to argument and conflicting opinions." The Detroit Institute's *Adoration*, called an early work, is no exception. Like many of the paintings which have been generally accepted as Leonardos, this one is in an

unfinished state and in some areas has been over-painted by later artists. But in analyzing the *Adoration*, experts have fastened on a number of specific details which, they say, bear out their belief that the picture is—or isn't—by Leonardo. Some of the details in the debate are shown here and on page 60.



BACKGROUND of Detroit work (*top*) shows animals, steps, landscape which, says Richardson, are typical of

Leonardo. Others say background lacks precise rendering, skillful inventions shown in Uffizi *Adoration* (*bottom*).

CONTINUED



Not just lanolin but rich **Cream of Lanolin** gives **williams** GOLDEN YELLOW Shaving Creams
25 times the skin-soothing properties of plain lanolin

Remarkable Shaving Discovery

GOLDEN YELLOW

shaving creams

Why Golden Yellow?

because new Williams Shaving Creams are rich in Williams' unique *Cream of Lanolin*.

It has 25 times the skin-soothing properties of plain lanolin!

Williams brings you a great *new* advance in shaving comfort—*Cream of Lanolin*.

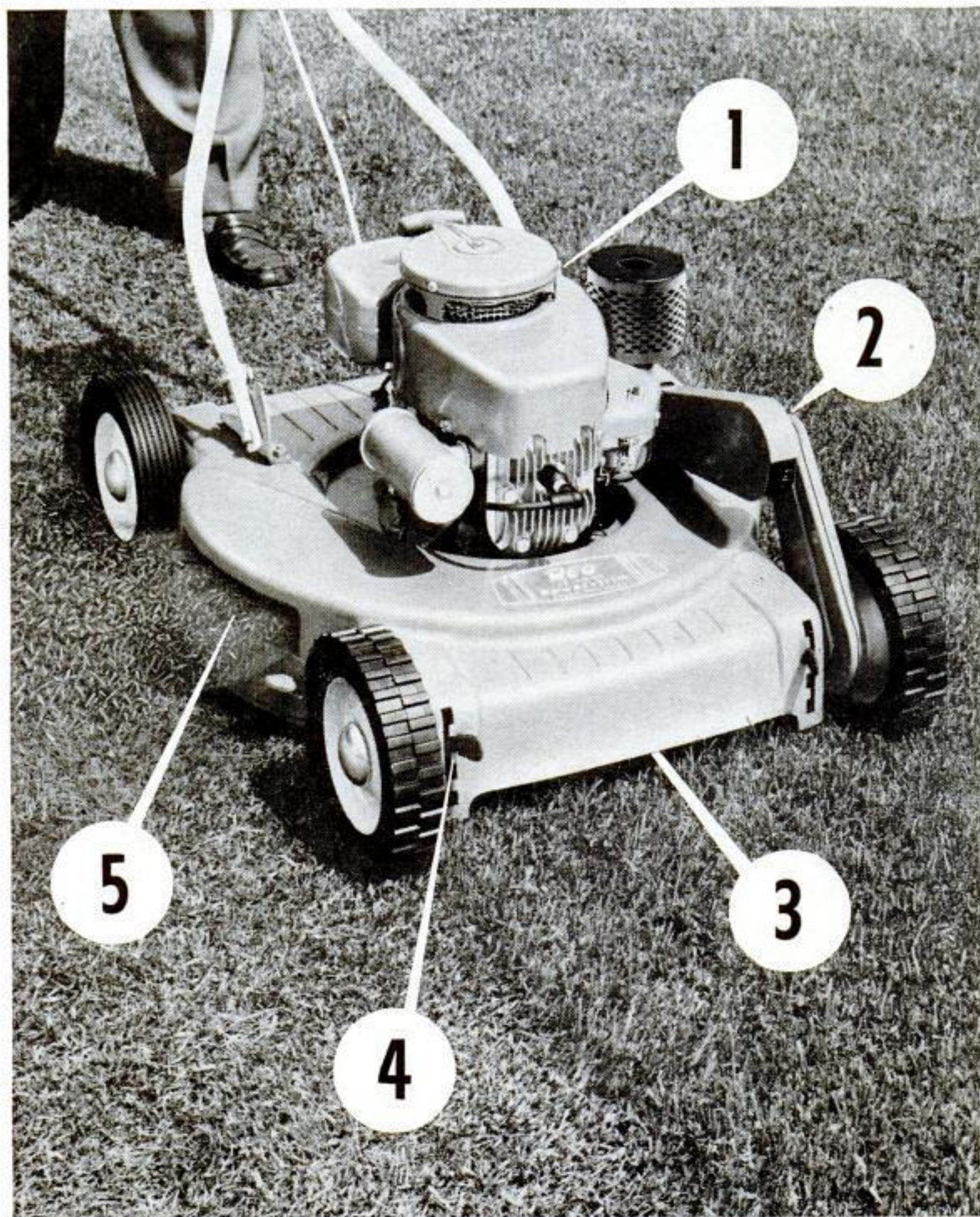
This concentrated lanolin has 25 times the skin-soothing properties of plain lanolin. And only Williams has it. It keeps the lather moist long after other lathers have dried out. It forms a film which keeps your razor from direct contact with your skin.

These new Williams lanolin-rich creams won't soap away natural skin oils either—like ordinary lather. Instead they actually help keep these oils from being shaved away. Start shaving with Williams tomorrow. *Made by williams—world leader in fine toiletries for 117 years.*



WILLIAMS GOLDEN YELLOW SHAVING CREAMS
Instant Lather 79¢ • Lather Cream 60¢ • Brushless 55¢

only **REO'S POWER-TRIM**
has them all!



the 5 greatest power mower features

1. Reo's *Iron Block Engine* is designed and built in Reo's own factory, exclusively for mowing. Iron Block outlasts, outperforms other metals.

2. It's self-propelled by exclusive *Reo-Matic Front Wheel Drive*... the life lubricated chain drive that gives positive power... can't slip!

3. Reo's exclusive *Forced Draft Suction System* creates a surging updraft, stands each spear of grass upright for a smooth, even cut.

4. Reo's exclusive *Finger-Touch Height Adjustment* lets you change cutting height in seconds *without* tools, *without* removing wheels.

5. Reo's exclusive *Triple Duty Door* adjusts 3 ways to cut high weeds, grass or leaves. *No Raking!* Clippings sift into lawn.

1957 Reo Power-Trim (above) with famous One-Knob Control, two speeds forward, comes in 21 or 18-inch widths. Power Starter and Power Edger are optional.

De Luxe Hand Propelled Rotaries, with same basic performance features, cost less. Your nearby Reo dealer also has a complete line of high quality Reo Reel Type Mowers. See him today!

More than a million people
mow with REO

REO

The greatest name in
POWER MOWERS
Sold and Serviced Everywhere

Product of the Motor Wheel Corp., Lansing 3, Mich.

COPYRIGHT 1957 BY MOTOR WHEEL CORP.

BONANZA—OR BONER CONTINUED



FACES of Detroit angel (left) and of Ginevra dei Benci (right) whom Leonardo painted in 1470s "show marked similarities," says Richardson, in the treatment of features and hair. Counterexperts insist that the Detroit angel lacks the refined painting and subtle expression visible in Ginevra's portrait.

THE LACK OF LEONARDOS

Though he is possibly the most famous artist of all time, Leonardo left little of his work for the world to savor. The majority of experts agree on scarcely a half dozen paintings as authentic products of his own hand. But so revolutionary was Leonardo's approach in rendering the subtle modulations of light and shadow, the fleeting mystery of human expressions and the atmospheric effects of landscapes, that he very quickly had a host of admiring followers who tried their hands at variations on the Da Vinci themes.

Today hardly a year goes by without an announcement that a new Leonardo work has been found. Some, including most of the 43 versions of the Mona Lisa, are probably copies of Leonardo originals made by artists of later periods. Others, supposed Leonardos, may well have been produced under the master's spell when he was alive.

Now, with the art market enjoying a tremendous boom, the supply of well-authenticated masterpieces is diminishing to a trickle and many uncertain paintings attributed to old masters are turning up for sale. To keep from getting stung, buyers today must focus on the quality of a picture, rather than on its label. For labels don't mean everything—a fact the Detroit museum can bear out with striking evidence. A painting labeled Raphael which the museum bought in 1935 was later proved a fake and almost worthless. But a painting labeled Petrus Christus which Detroit bought in 1925 for \$18,000 has been declared a Van Eyck worth \$400,000. Satisfied that it now has a bargain Leonardo, Detroit feels it has come out well in its gambles on art.



A LABELED LEONARDO, this Madonna and Child was purchased by Chicago dealer in 1954. Many experts ignore its claims.



with a new REMINGTON QUIET-RITER® Portable

\$1 a week

Terms payable monthly, including taxes and a small carrying charge. Available in Canada, same terms.

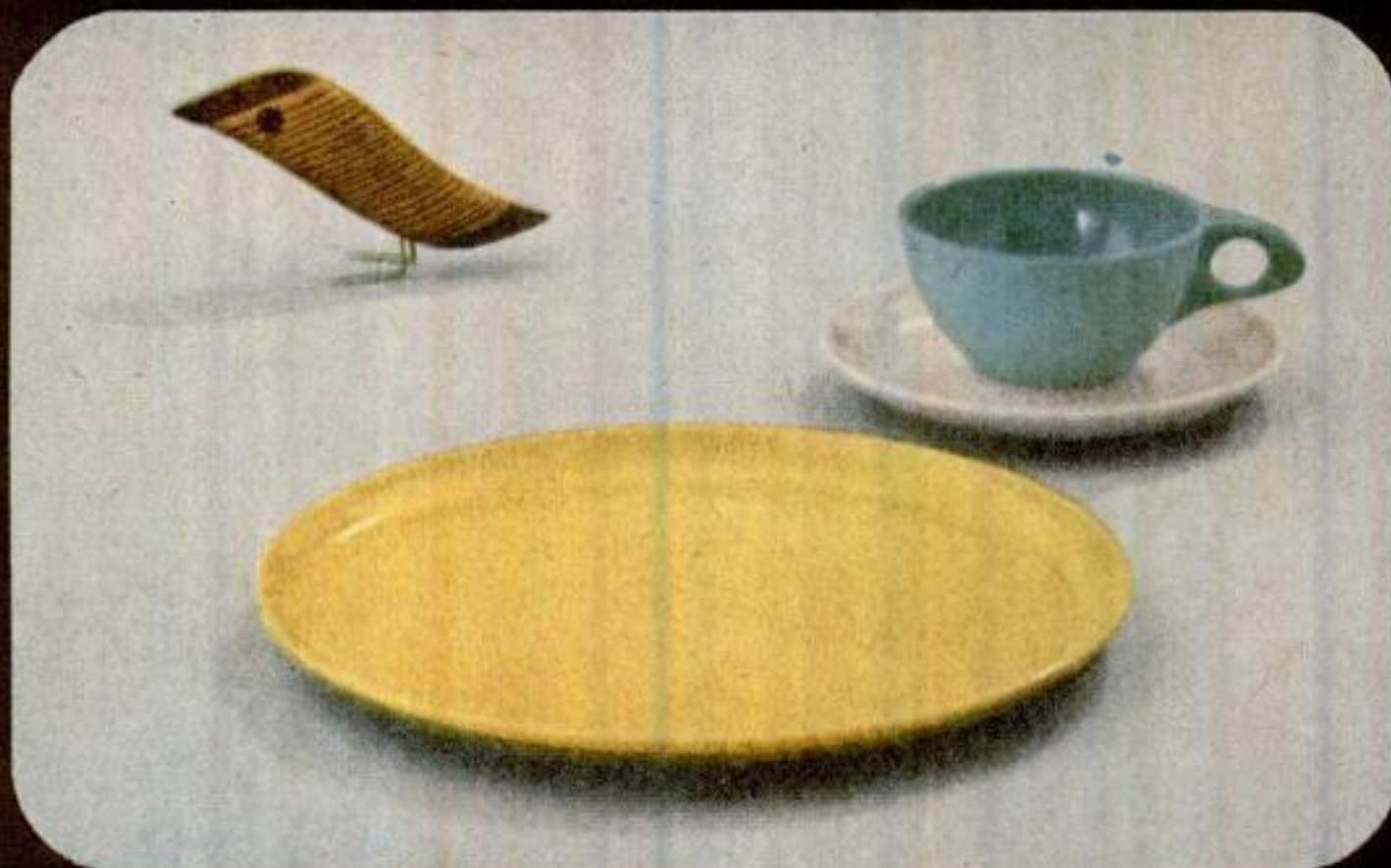
Next time you're out shopping for graduation gifts, stop at your Remington Dealer's and try the new QUIET-RITER. You'll soon see why students who own a QUIET-RITER can get up to 38% better grades. That sharp, clear printwork is so much easier to read. The smooth efficiency of the QUIET-RITER even makes things easier to write!

Be sure you see all four QUIET-RITER decorator colors, and its most famous features... MIRACLE TAB, Simplified Ribbon

Changer, Larger Sized Cylinder and Super-Strength Frame.

We bet you'll be giving that QUIET-RITER to your grad... one thing is sure—you'll know why the QUIET-RITER is the most popular portable typewriter in the world today.

Remington Rand
DIVISION OF SPERRY RAND CORPORATION



HOLIDAY BY KENRO



FANTASY BY BROOKPARK



ROYALE COLOR-FLYTE... "FLYTE" PATTERN



NASSAU BY TEXAS-WARE



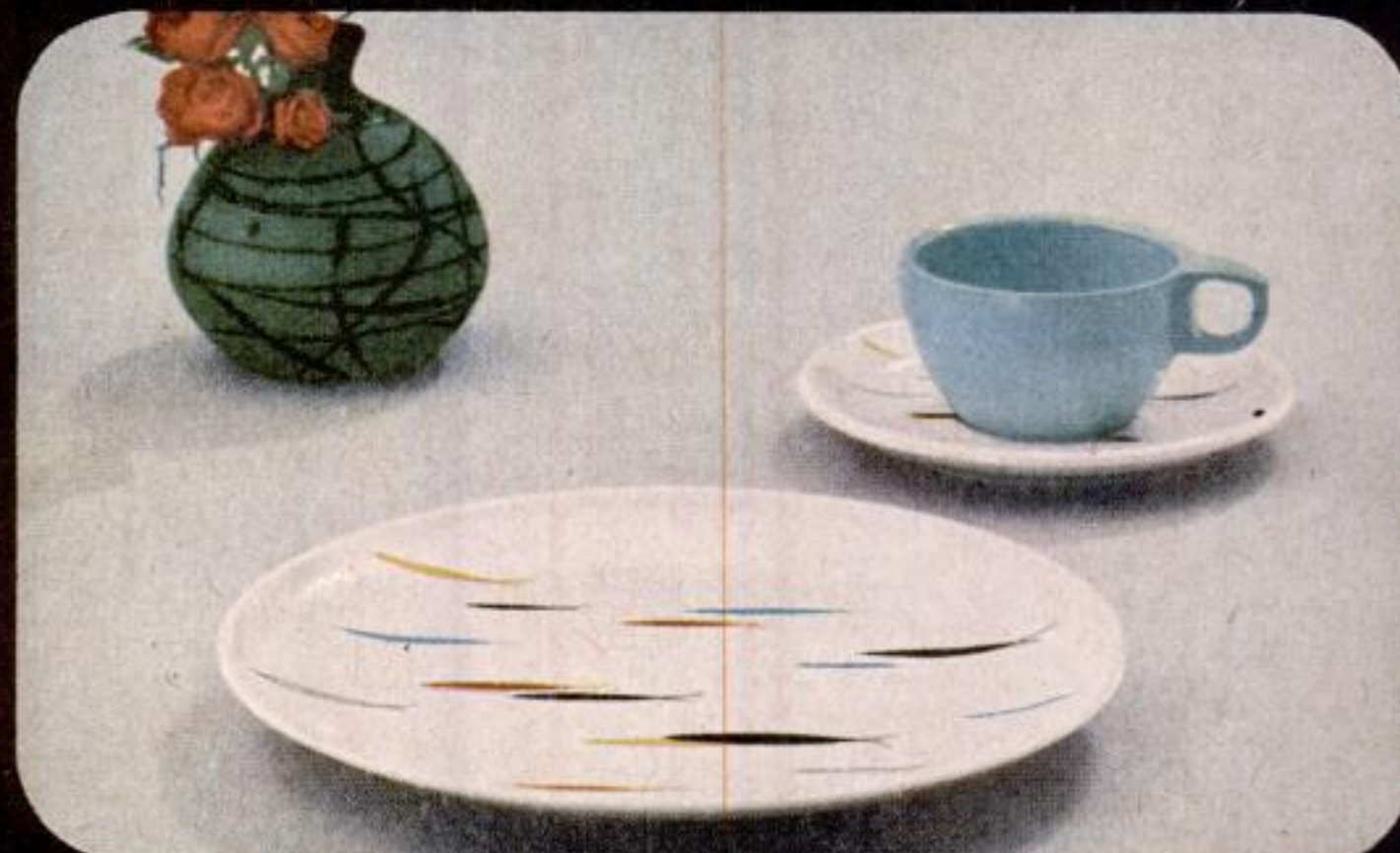
RUSSEL WRIGHT RESIDENTIAL BY NORTHERN



BOONTON PATRICIAN... SCANDIA PATTERN



PETITE FLEUR BY LUCENT



GULFSTREAM BY WATERTOWN



MALLO-WARE BY MALLORY



FLORENCE BY PROLON . . . CHORALEER PATTERN



NEWPORT BY WESTINGHOUSE

A
gallery
of new designs
in
dinnerware
molded
of Melamine



choose the pattern... color... quality
that suits your
taste and budget

Which one of these fashionable dinnerware patterns would you like to see on your table? Whatever your favorite, you know in advance that the dinnerware shown here can be used every day without a care. For it's all made of marvelous melamine, a material top designers have found ideal for dinnerware. It's virtually unbreakable...so durable you get a replacement guarantee when you buy. Bumps and knocks won't chip or crack it. Hot wash water can't dull its everlasting sparkle. You need never be uneasy handling or washing this fine dinnerware. So see dinnerware made of melamine . . . touch it . . . even drop it if you like. Your favorite store has it in a glorious array of styles, qualities, and colors . . . in a wide price range. It's all molded of melamine, so take your pick!

BUY CONFIDENTLY BY BRAND NAME—

HOLIDAY is a product of Kenro Corporation. Also available in bittersweet red.

RUSSEL WRIGHT RESIDENTIAL is a product of Northern Industrial Chemical Company. Also available in lemon ice, black velvet, granite white, turquoise, and sea mist.

GULFSTREAM is a product of Watertown Manufacturing Company. Also available with cups in charcoal, canyon yellow and flamingo.

NEWPORT is a product of Bryant Division, Westinghouse Electric Corporation. Also available in yellow.

FLORENCE is a product of Prolon Plastics, Pro-phy-lac-tic Brush Company. All pieces are decorated . . . also available in solid colors.

NASSAU is a product of Plastics Manufacturing Company. Also available in pink and gray, or yellow and sepia.

MALLO-WARE is a product of P. R. Mallory Plastics, Inc. Also available in 10 other decorator colors.

BOONTON PATRICIAN is a product of Boonton Molding Company. Open stock and service pieces available in mixed and matched pieces.

"FLYTE" is a product of The Branchell Company. Also available in "Spring Lite" and "Button Flowers" patterns.

BROOKPARK is a product of International Molded Plastics, Inc. Fantasy, also available in turquoise design, is one of a collection of designs by Joan Luntz.

PETITE FLEUR, a product of the Lucent Corporation, is one of a collection of correlated patterns and solid colors created by Raymond Loewy.

M
THE MELAMINE COUNCIL

The Melamine Council will be glad to send you more information on the dinnerware shown here, and other patterns available. Drop a card to: The Melamine Council, 800 Second Avenue, New York 17, New York

easy!



new all-in-one
wax and cleaner
by Simoniz...
spreads on,
whisks off...yet
leaves a hard
paste wax finish
that stands up to
the weather as
long as 6 months!

reason: VISTA IS TURBO-WHIPPED

VISTA is tough paste wax, plus cleaner, *turbo-whipped* together. This exclusive mixing process by Simoniz whips hard wax into soft particles . . . makes it possible to clean and wax in one easy application. Designed for today's gay car colors, turbo-whipped VISTA is ideal for *all* car finishes. Try it!



Half the roof, '57 Pontiac Station Wagon, cleaned and waxed.
VISTA TIME: 5 minutes. Duration: up to 6 months.

A Drill that Goes Faster and Lessens Dental Pain

by WILLIAM MILLER

FIFTEEN years ago Dr. Richard W. Page, a practicing dentist and practical inventor in Chappaqua, N.Y., began trying to find a way to reduce the pain his patients suffered while having their teeth drilled. He approached this old problem of dentistry with a simple premise: if he could develop a highly efficient and very fast drill he might cut not only the duration of the pain but also its intensity.

Dr. Page's premise proved correct. He has perfected a drill with four speeds ranging from 15,000 to 200,000 rpm. five to 40 times as fast as conventional drills. Many of the 2,000 American dentists now using the device invented by Page have reported that the higher speeds, besides cutting the time the drilling must be endured, have also reduced the severity of the pain. Dr. Roderick A. McEwen of Atlanta, the first dentist (aside from its inventor) to try it, declared in a recent issue of a dental magazine that Page's drill is as important an

CONTINUED



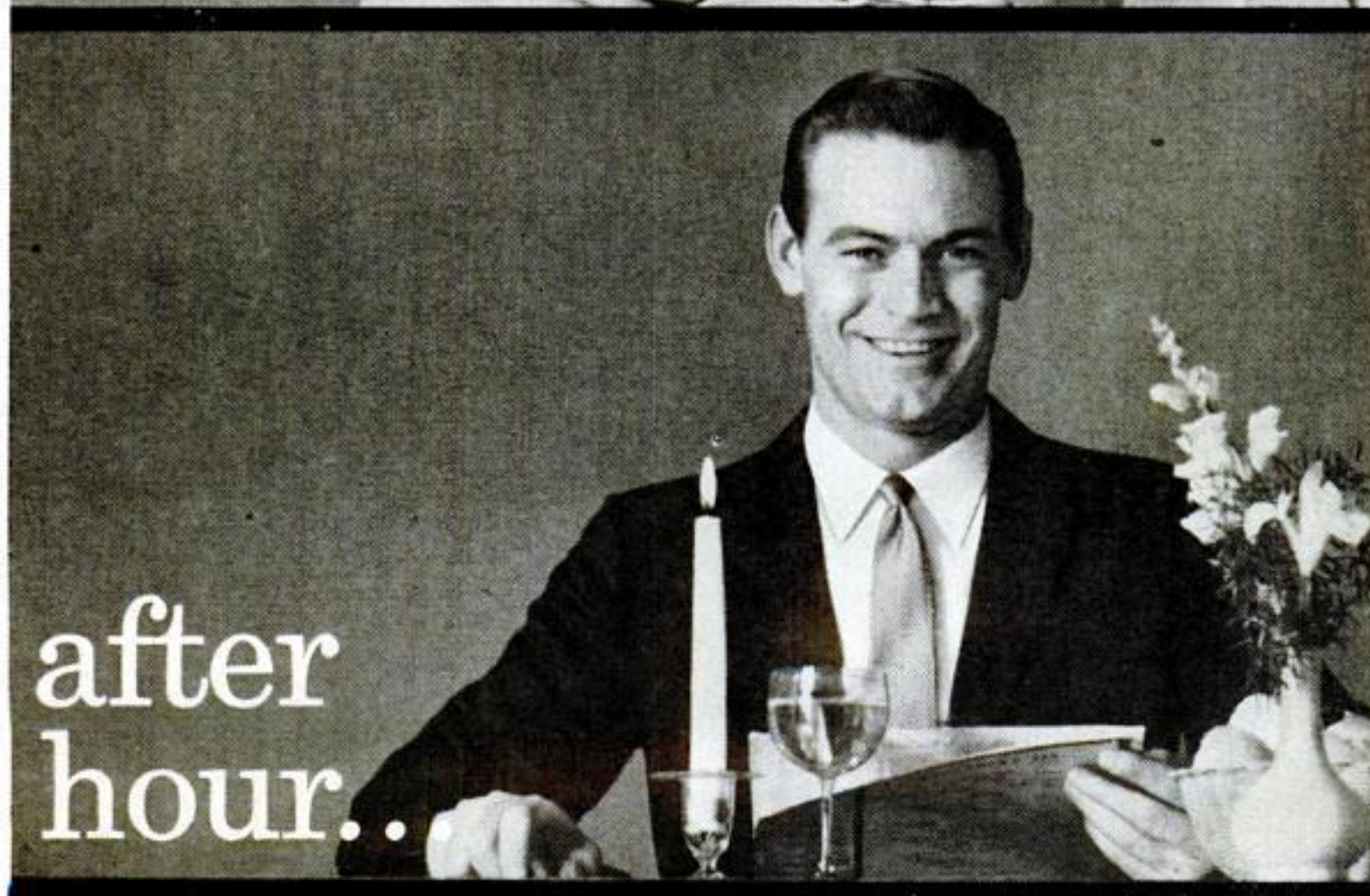
NEW vs. OLD results are shown by the holes in demonstration tooth. Deep cut (left) was made by new drill in same time old one took to make shallow cut.



hour...



after
hour...



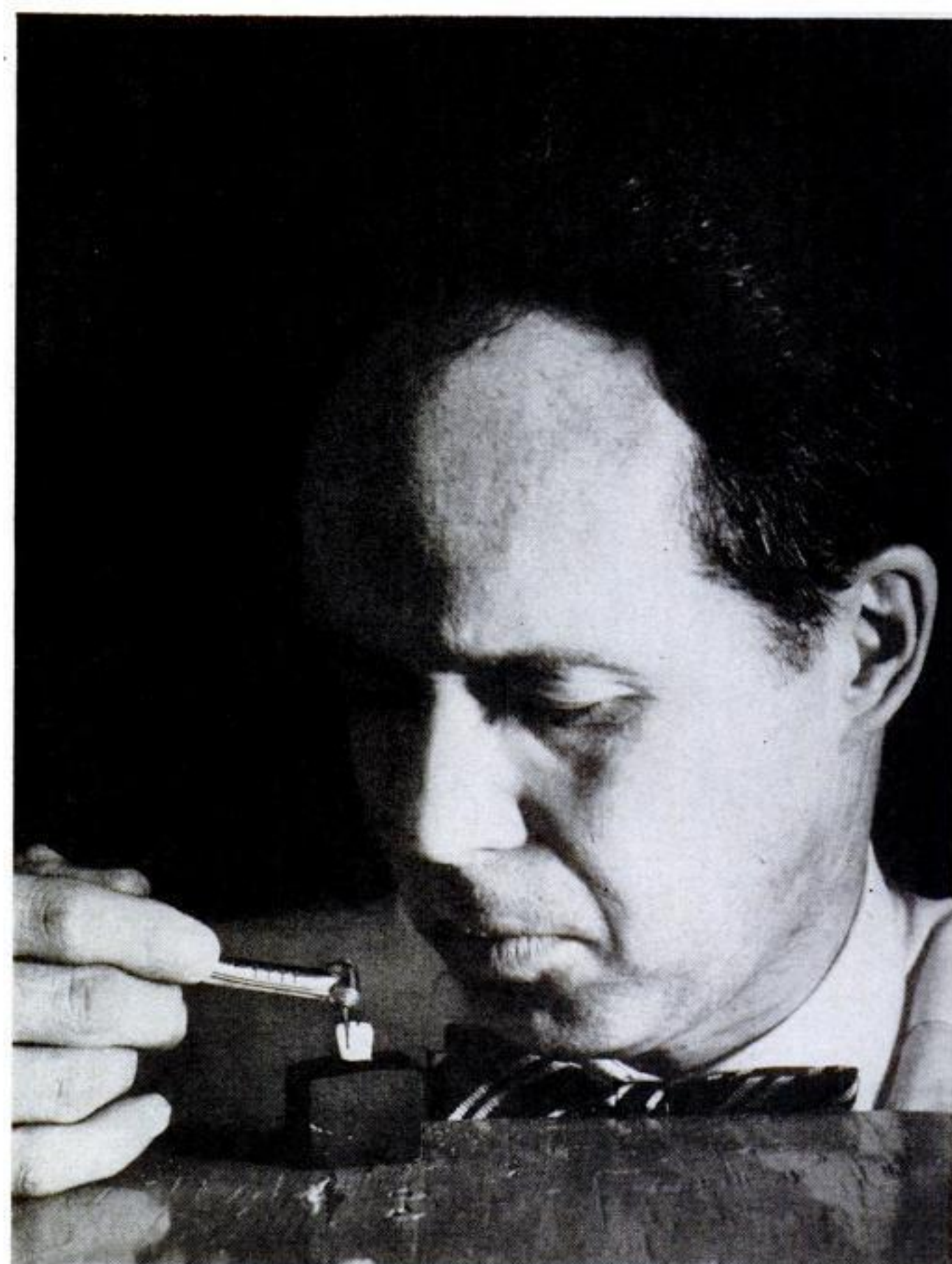
after
hour...

stay cool and neat

Wear it from morning to midnight—through heat and humidity. This amazing shirt not only keeps you cool—its patented one-piece soft collar stays *neat* and *unwrinkled* every minute of the day! It's always soft, for it never needs starch. Available in 4 collar styles. \$4.00.

The revolutionary soft collar
on **VAN HEUSEN**®
century sheer shirts
WON'T WRINKLE...EVER!

At better stores everywhere, or write to Phillips-Jones Corp., 417 Fifth Avenue, N. Y. 16, N. Y. Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear • Sweaters



DEMONSTRATING HIS DRILL for the picture shown enlarged on the preceding page, Dr. Richard W. Page speedily bores a hole into a specimen tooth.

FASTER DRILL CONTINUED

advance in dentistry as the electric motor which replaced the foot-power drills which dentists once used.

"It promises," says a bulletin of the New York State Dental Society, "to bring a new concept of tooth structure removal to dentistry. . . . Vibrations are greatly reduced, less heat generated and, most important of all, trauma [shock] to tooth structure is lessened to a very considerable extent." A leading expert on operative dentistry says that the Page drill is superior to any piece of new dental equipment he has tried.

Page's is not the only innovation in dental drilling techniques. One new method, the "airbrasive," adapts the techniques of sand-blasting to the drilling process. Another approach uses ultrasonic vibration together with a "slurry" of abrasive material to disintegrate tooth structure. A Chicago dental manufacturing firm, like Page, has tackled the problem by trying to speed up existing drills, and the U.S. Navy's Dental School Laboratory at Bethesda, Md. is working toward the same end with turbine-operated drills.

Page, a wiry man in his middle 40s, with curly, receding brown hair and bright blue eyes, happens to be my own dentist. Like his other patients among the 1,500 families in Chappaqua, a suburb 37 miles north of Manhattan, I know him as a highly competent practitioner. But even more impressive are his boundless energy and the irrepressible mania for thinking up new gadgets which led him to develop not only the new drill but a number of other dental improvements as well.

The first time I took one of my children to see him, a decade ago, he flipped a switch and an animated cartoon appeared on a screen above the dental chair. The child was only 2, an age at which any dental experience is usually attended by shrieks and screams. But my young daughter simply watched the movies in hypnotic fascination and scarcely seemed to be aware that anything was happening to her teeth. So my respect for Page, the gadgeteer, was high from the start.

As I got to know him better in the months that followed, I came to realize that Page's dental practice was merely a part of his

CONTINUED

How many of these famous places have you visited?



Modern air travel gives you a chance to visit more of the glamorous vacation spots or far-off cities you've always dreamed about. And you have more time to enjoy these famous places. Actually, anywhere in the world is only hours from your home. Comfortable airliners today serve

more destinations than ever before, and schedules are more convenient. With family travel plans or air coach rates, the cost may be less than you think. See your airline ticket office or travel agent. He can help make your vacation the best ever for you and your family.

The air is yours—use it!

UNITED AIRCRAFT CORPORATION East Hartford, Conn. • In Canada: Canadian Pratt & Whitney Aircraft Co., Ltd.

Designers and builders of: **PRATT & WHITNEY AIRCRAFT** engines, **HAMILTON STANDARD** propellers and turbine aircraft equipment, and **SIKORSKY AIRCRAFT** helicopters—for our armed forces and the finest airlines in the world



Double exposure to pleasure

WE SHOW YOU all these flavorsome bourbon drinks mirror-double to emphasize an important point.

Now that famous Old Taylor Kentucky bourbon is bottled in both 100 and 86 proof, you can enjoy a *double* pleasure.

For the most flavorsome of all bourbons, use famous 100 proof bonded Old Taylor—so rich, so deep, so extra-mellow in taste—for generation after generation the

prime “favorite” of bourbon connoisseurs.

For exactly the same quality, but in lighter, milder, lower-priced 86 proof, Old Taylor 86 will be a delightful new experience for you. Full and generous to the taste, Old Taylor 86 is as light and mild as good honest bourbon *can be*.

Your precious moments of relaxation become moments of pleasure with an Old Taylor-Made drink.

OLD TAYLOR

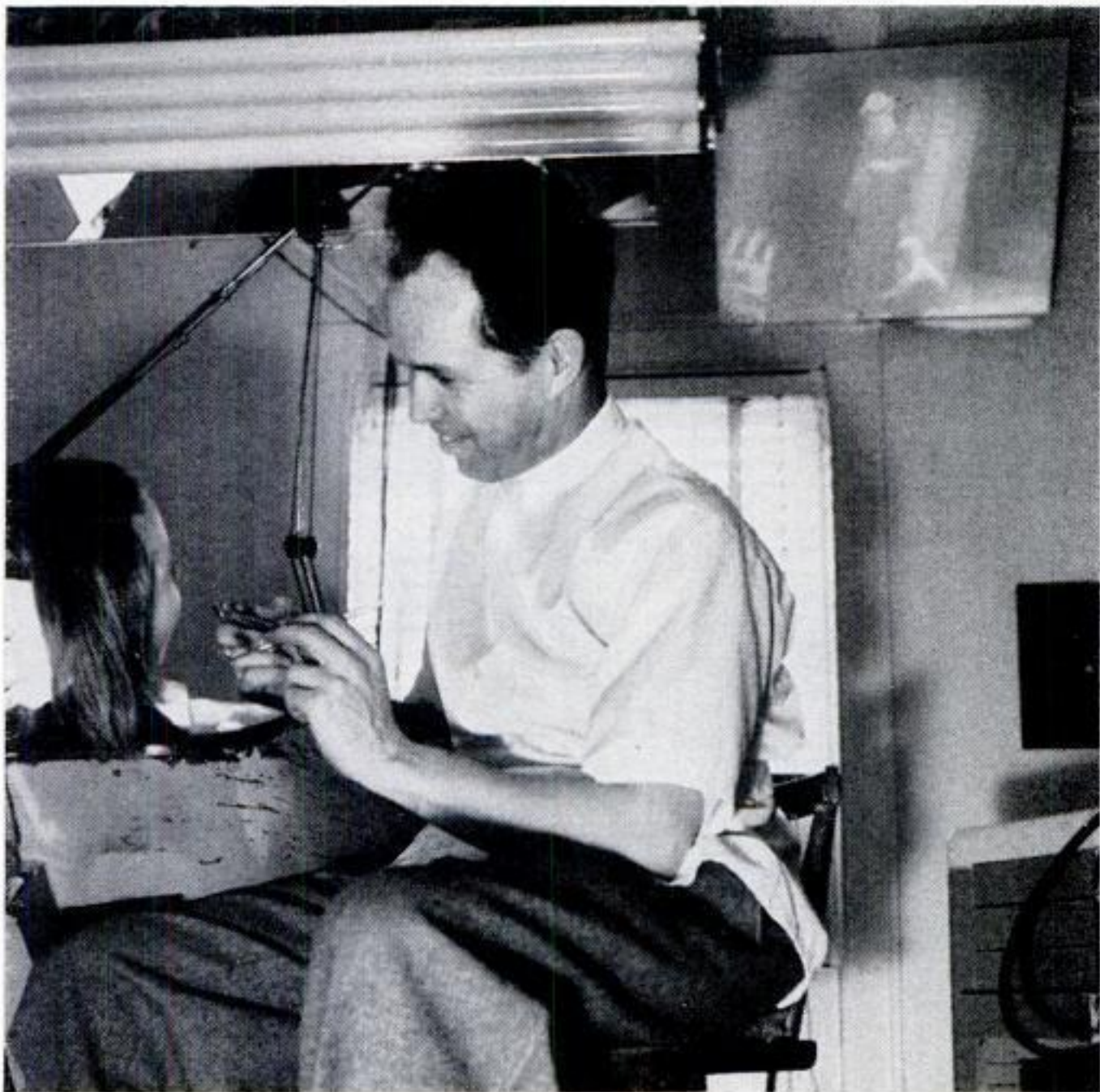
“The Noblest Bourbon of Them All”



100 PROOF
Bottled in Bond

86 PROOF
Lighter, lower-priced

KENTUCKY STRAIGHT BOURBON WHISKIES • THE OLD TAYLOR DISTILLERY CO., FRANKFORT & LOUISVILLE, KY. • DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY



JUVENILE DISTRACTION, motion pictures are thrown on small screen (upper right) in Page's office to take young patient's mind off dentist's work.

FASTER DRILL CONTINUED

work, and that he was spending perhaps another 50 hours of every week trying to develop various machines to improve dentistry.

First he perfected a device which enables a dentist to bring either an air spray or a water spray, or both simultaneously, to the head of his drill without picking up a separate tool. The water jet flushes out the tooth debris, then the air instantly dries the surface so the dentist can see the work.

Later I began to realize that Page's dental chair was changing its shape and was a little different every time I came in. He had torn holes in the floor, inserted all sorts of large pipe, put in a motor here and a turntable there. By the time he was finished his dental chair was like none other. For one thing, instead of standing behind the patient Page was sitting on a comfortable padded chair with his arms at about the level of the patient's shoulders. For another, instead of raising the patient up and down in the chair, Page would simply press a foot pedal and the whole platform on which he sat would rise or descend, while the patient stayed put. Both his seat and the patient's were within a circular area where, at arm's reach, lay all the tools and materials he would need. One dental manufacturing company has pronounced Page's chair "50 years ahead of its time."

After a while rumors began to spread in Chappaqua that Page was using a new kind of drill that took much of the pain out of dental work because it was so wonderfully fast. He had told me about it and kept me posted on his progress and difficulties. Later he used it on me, and I thought the amount of drilling was remarkably reduced.

Like toothpick in butter

AT last, after two years, he said it had been tried and proved by enough dentists to be manufactured and sold, so I sought more details. One evening he let me try it for myself. He took out some sterile teeth saved from previous extractions, and let me drill one with the conventional slow-speed drill, then a second with his high-speed apparatus. The first was like tackling a sidewalk with a pneumatic hammer; the second zipped through the enamel like a toothpick being pushed into butter. Then he drilled one of the dead teeth while I held it against one of my own front teeth, so I could feel the vibration. The old-style drill made my jaw shudder, but with the other I felt no vibration whatever. In a few seconds he had drilled halfway through the specimen tooth. The older-type drill had scarcely made a dent after much heavier pounding.

CONTINUED

Perfect Symbol of Love

Beautiful...perfect...and everlasting. This love you share and the Keepsake you wear.

Now - and forever - the perfect symbol of love is a Keepsake, the engagement ring with the *perfect* center diamond. For only a diamond of such flawless quality, fine color and precise cut can reflect maximum brilliance and beauty... for your everlasting pride and satisfaction.

The name "Keepsake" in the ring and the Keepsake Certificate signed by your jeweler are your protection against an unwise choice, your assurance of a diamond of finest quality. Choose with confidence from many exquisite styles fashioned by America's foremost ring designers. From \$100 to \$10,000.

SOLD ONLY AT AUTHORIZED KEEPSAKE JEWELERS

A. JULIET Ring	\$575
Also 500 to 2475	
Wedding Ring	175
B. HEATHER Ring	\$350
Also 100 to 2475	
Wedding Ring	12.50
C. MONACO Ring	\$250
Wedding Ring	125
D. KENNAN Ring	\$150
Wedding Ring	75

All rings available in either natural or white gold. Prices include Federal Tax. Rings enlarged to show details. ® Trade-mark registered.



KEEPSAKE DIAMOND RINGS
SYRACUSE 2, NEW YORK

L-5-57-B

Please send booklets, "The Etiquette of the Engagement and Wedding" and "Choosing Your Diamond Ring." Also 44-page "Bride's Keepsake Book" gift offer and the name of nearest Keepsake Jeweler. I enclose 10c for mailing costs.

Name _____

Address _____

City and State _____

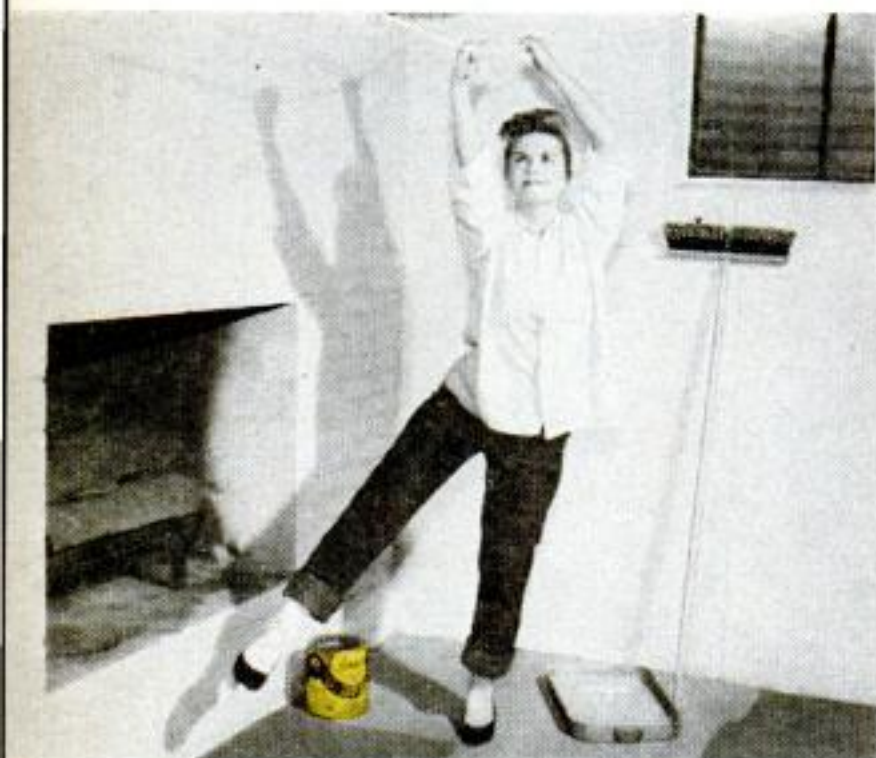
MIRACLE CONCRETE FLOOR PAINT



1. I'm a real bright girl! Painted myself right into a corner, but the floor paint was so easy to apply, I forgot.



2. Golly, some paints take days to dry. What'll I do? Hmm... Perhaps a quick exit up the chimney? No, I'll never make it.



3. Tarzan does it—why not me? And to think Dawn Smith recommended Luminall. She said I could do the entire floor in less than three hours.



4. Wish I had a phone. I'd tell her. But she's almost right... all I did was wash, rinse and paint the floor. No problems up to now. Guess I'll sing out.



5. Bless you, my dear! The apple will keep your mom from starving. Tell your brother dinner will be late. Say, where is your brother?



6. Speak of the devil! Back up boy, back up! This isn't a drag strip. You'll ruin my lovely paint job. Well, what do you know, not a mark!



7. Now, I know what Dawn meant. She's the greatest and Luminall is too! Imagine, it dried in less than 40 minutes and I'm out of my comic prison.



8. You'll like the eight beautiful Luminall Floor Paint colors and wonderful Luminall Paint. It's the best by far for concrete floors, inside and outside, too.

MILLIONS OF HAPPY USERS know that Luminall is truly the miracle concrete floor paint. No special acid washes needed and no costly thinners to buy. It's ready to use! You wash the floor, rinse it... then paint with Luminall. It dries in 40 minutes to a durable satiny finish that lasts for years.

USE THESE OTHER FINE LUMINALL PAINTS

SATIN LUMINALL



The concentrated interior paint with bonus quart per gallon.

READY-TO-USE LUMINALL



EASIEST to use on all interiors. Washable, durable.

LUMINALL SATIN ENAMEL



Matches these two famous wall paints. A lovely hand-rubbed finish.

OUTSIDE LUMINALL



The ALL-CLIMATE finish for brick, concrete, masonry.

Write Dept. 57-H For FREE 63-Chip CHART Featuring

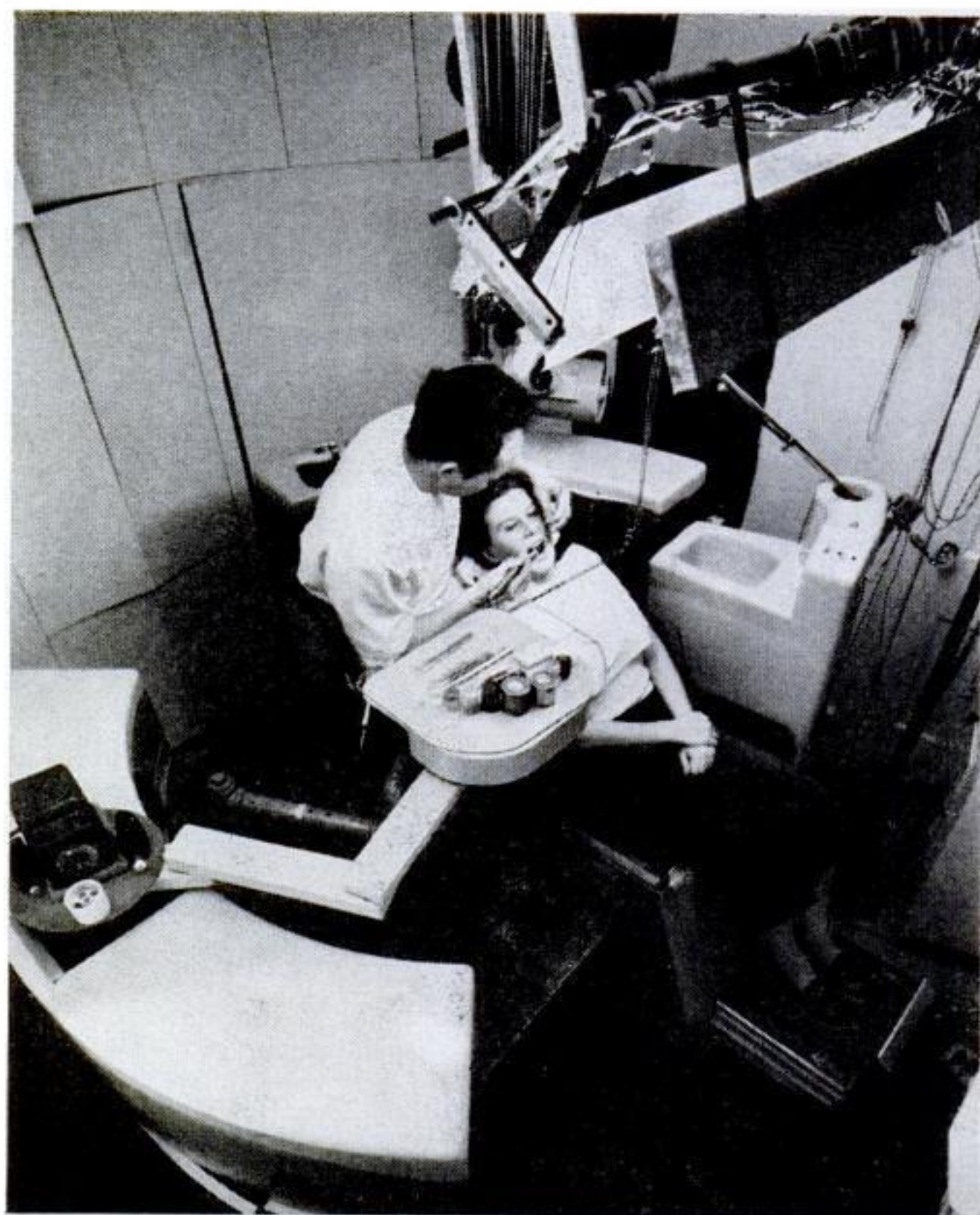
LUMINALL PAINTS

3617 SOUTH MAY STREET, CHICAGO 9, ILL.

NEWARK 5

LOS ANGELES 1

DALLAS 7



SELF-DESIGNED OFFICE in which Dr. Page carries on his practice has a movable chair for himself and a fixed chair for patients, special overhead lights and a curved cabinet to keep his dental instruments within his reach.

FASTER DRILL CONTINUED

Page has been mechanically inclined since childhood. As a boy he built one toy car that had a three-speed transmission and was operated by a clock spring and another that was remote-controlled and ran by an electric motor. He was planning to be an engineer until a visit to the dentist during high school convinced him that here was a profession that would offer him the two opportunities he wanted most—to be his own boss and to work with his hands. Even before his graduation from New York University's Dental School in 1933 (with a bronze plaque for the highest scholastic average in his senior year), he had invented his first dental improvement: a simple, efficient porcelain clamp. After he set up practice he found time to work on inventions during evening hours and over the weekends.

When he first began to step up the speed of dental drills, he tried a radical departure, switching from the conventional belt and gear drives to the technique of turbine propulsion. He set a ring of tiny vanes, like those used in jet engines, into the head of his drill and employed compressed air to make them whirl at speeds up to 220,000 rpm. But Page discovered what seemed to him a serious flaw in turbine drives: when it was used with anything more than very light pressure the turbine drill would "stall"—that is, it simply would not grind at all.

Too hot to handle

PAGE then tried increasing the speed delivered by standard belt-driven drills. The top speed of such drills was about 6,500 rpm. If they went any faster they became overheated.

This speed limitation derives from the drill design. About 80% of dental drilling—all except that done straight against the face of a tooth—has to be done from an awkward angle requiring a drill head that is offset by almost 90°. Power for this angled drill head is brought by a belt-pulley to the rear end of the handpiece, and from there is transmitted to the drill by gears, as in an automobile power transmission. The amount of speed is limited by the size of the gears that can be enclosed in such a tiny handpiece. Moreover, if the friction gears go too fast they become too hot to handle.

CONTINUED ON PAGE 75

Copyrighted material



Only the RCA WHIRLPOOL has **Built-in Lint Filter** plus 2-speed washing, plus money-saving Suds-Miser®!

Clothes are cleaner—lint is gone. No "snowy specks" on dark socks, corduroys and sweaters. This new RCA WHIRLPOOL has a *built-in* lint filter that works full-time at any water level. No gadgets to get in the way when you load and unload clothes.

"Built-in" savings, too! A slower separate agitator speed—and 3 water heats—to save


the life of delicate clothes. Suds-Miser—and a water level control for any size load—saves soap and water, too.

See this RCA WHIRLPOOL and *all* its advances at your RCA WHIRLPOOL dealer's.

All-porcelain white or Match-maker colors—pink, yellow, green. Matching gas or electric dryers, too.



Whirlpool

Whirlpool Corporation, St. Joseph, Michigan. (Use of trademark  and RCA authorized by trademark owner, Radio Corporation of America.)

Lint is trapped here—grit and soap scum, too. Rinse, replace.



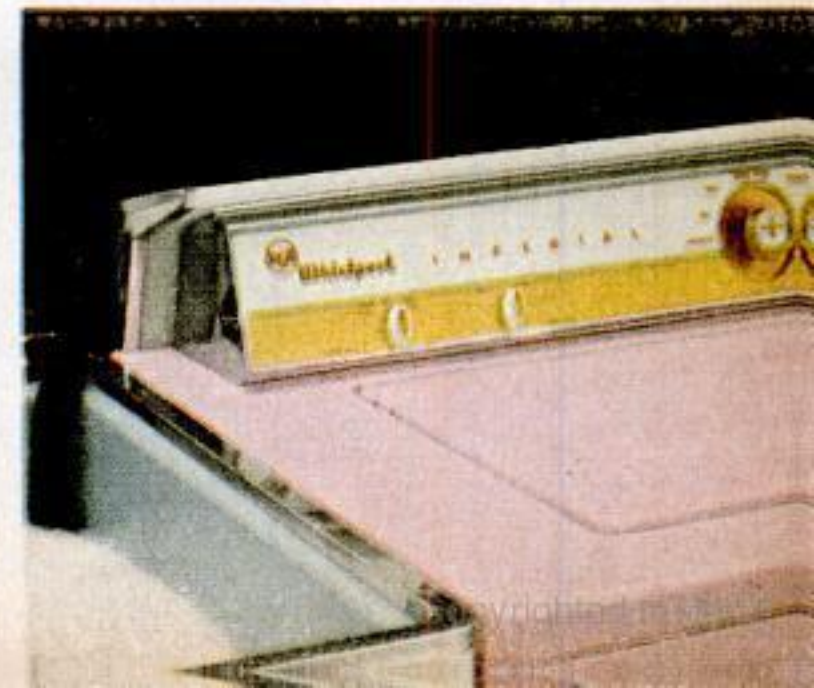
Normal speed for regular wash—65 agitator strokes a minute get dirtiest denims clean.



Gentle speed eases dirt from finer things (42 slower, swishing strokes); slower spin.



Exclusive Suds-Miser lets you re-use hot, *filtered* suds safely.



Step aboard the

Let us show you around the



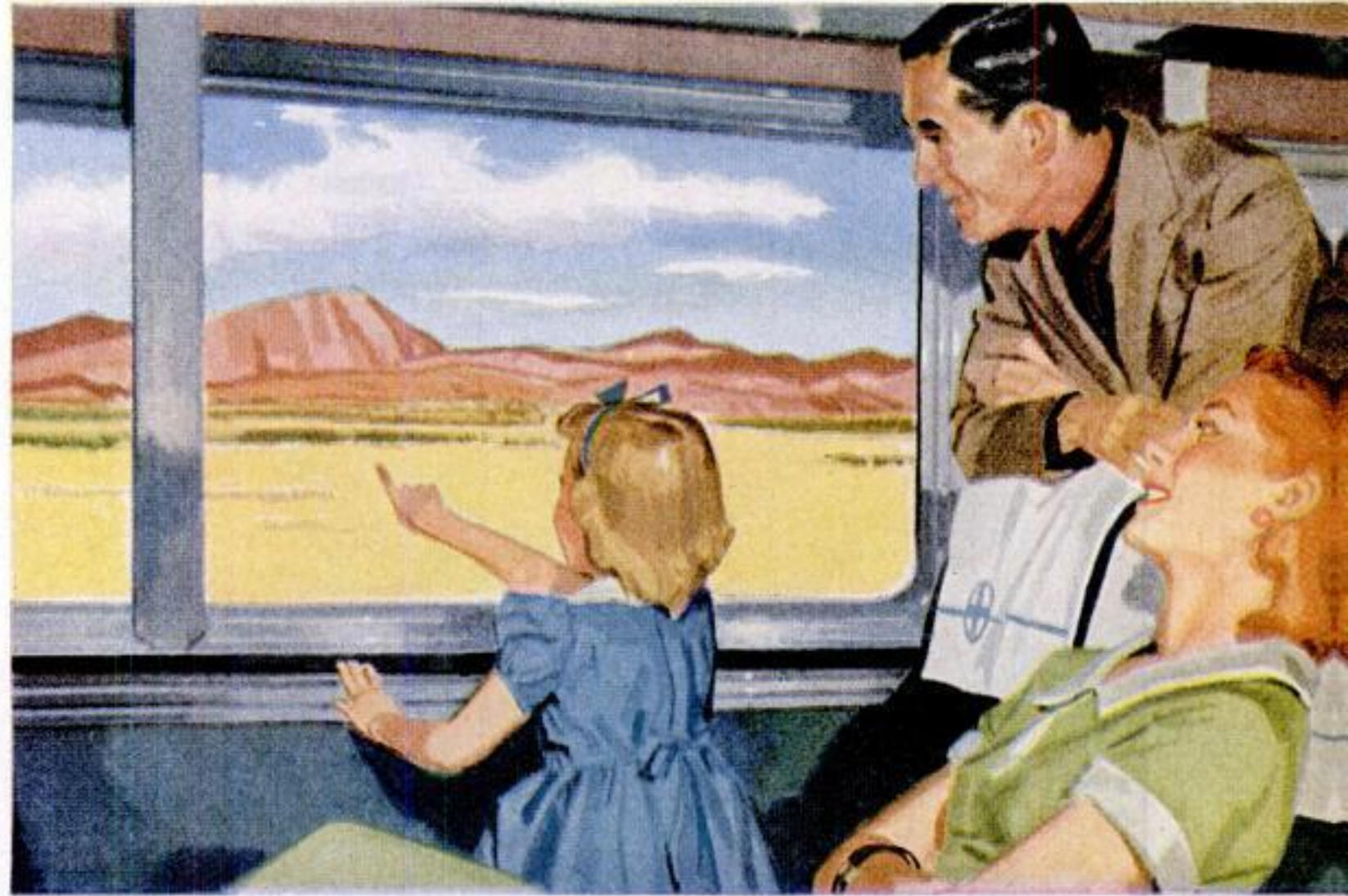
You can see at a glance it's different, because it's so tall and sleek, but you won't realize how different—how quiet and smooth—until you actually ride it. So step aboard this new kind of all-coach train, and let us show you around.

new Hi-level train

higher, quieter, smoother El Capitan



Ever see such roomy baggage racks? The porter keeps your baggage here, on the lower level of your car, out of your way. And isn't it nice to be able to travel with *all* the luggage you need?



There's always a "show" going on. It's right outside your window. And when you go Hi-Level, you're up where you can see it all . . . as you relax in your stretch-out sleeper seat.



A picture window 2,224 miles long. No place like this dome lounge to see the sights—or just to relax over cool refreshments, conversation or a hand of gin rummy.



Coffee-break in the Kachina Lounge. Make yourself comfortable in the quiet, intimate Kachina coffee shop in the lower lounge for a quick snack. Service from dawn to midnight.



You dine Hi-Level, too. Feast your eyes on the scenery—and yourself on the famous Fred Harvey budget meals. With soft music and impeccable service, dinner becomes an event. Why not go Hi-Level your next trip?

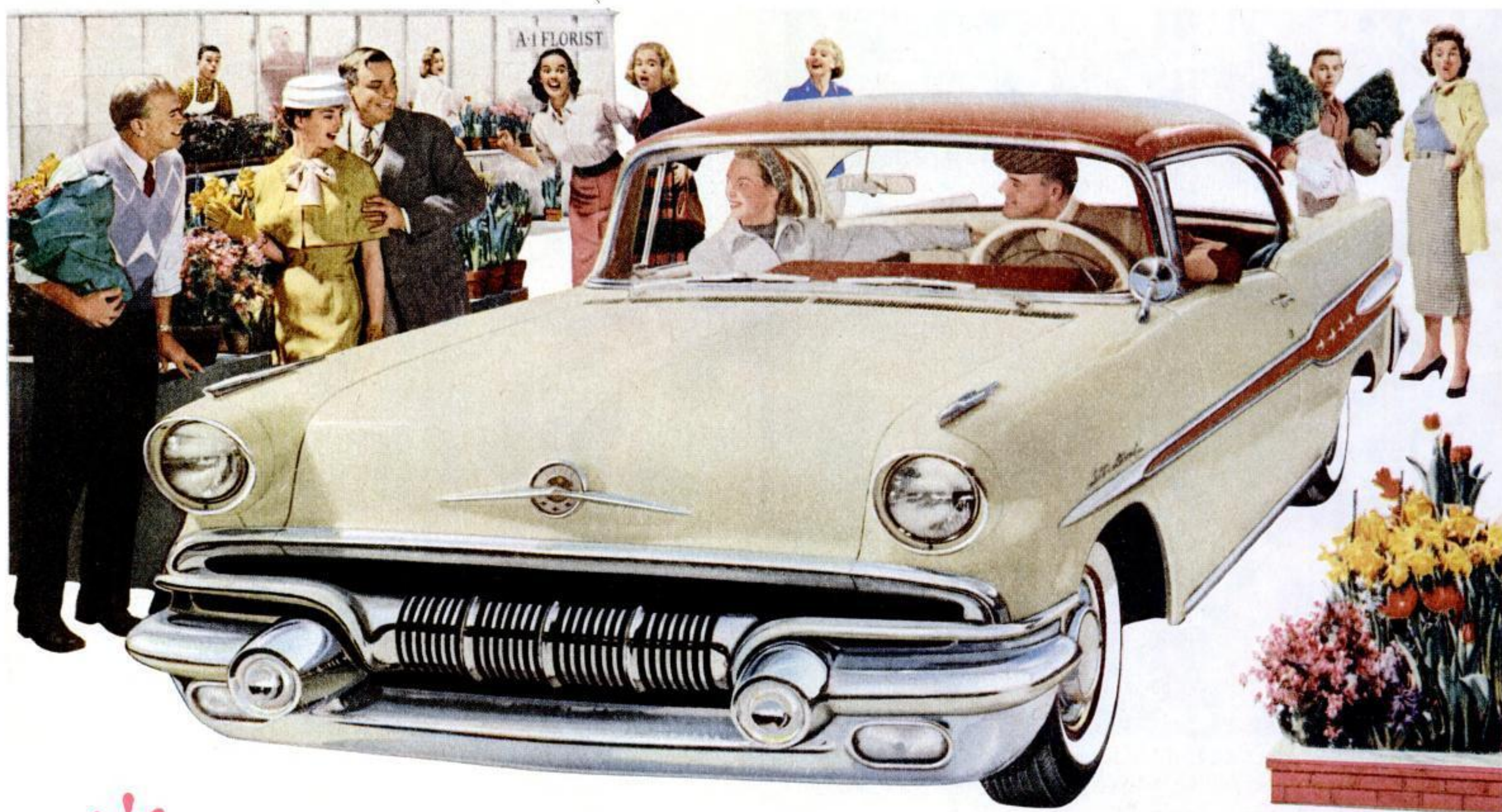
\$66¹²
(plus tax)
one way between
Chicago-Los Angeles,
including extra fare.
Lower with Family Fares.

For reservations, consult
the nearest railroad or travel agent.

New **HI-LEVEL**
El Capitan
CHICAGO-LOS ANGELES

LOVE FRESH NEW BEAUTY?

Pontiac's the whole Bloomin' Show!



Everywhere you go these days, Pontiac's got the spotlight all to itself! Could be the fresh, zestful colors. Maybe it's mainly the clean, natural lines, so refreshingly free of frills and flairs. Or perhaps it's the way Pontiac translates that "go-ahead" look into spirited action! Whatever it is, you should see this husky honey close up; then, if you're game for an eye-opener,

take over the wheel! Responsive? Wait'll you feel the full, sweeping surge of its big, brawny V-8 engine! Smooth? You'll think there's a feather bed beneath each wheel with

Pontiac's Level-Line Ride! There's more, of course: sterling features like big, multiple-sealed brakes, a rugged X-member frame based on a whopping 124- or 122-inch wheelbase—these and more first-time features than you could count on *seven*

pairs of hands! The price? It's a breath-catcher—so far off the big-car rate you'd expect that most guesses run hundreds too high! But come in and see the whole

bloomin' show! That's Pontiac for '57 . . . America's Number One Road Car!



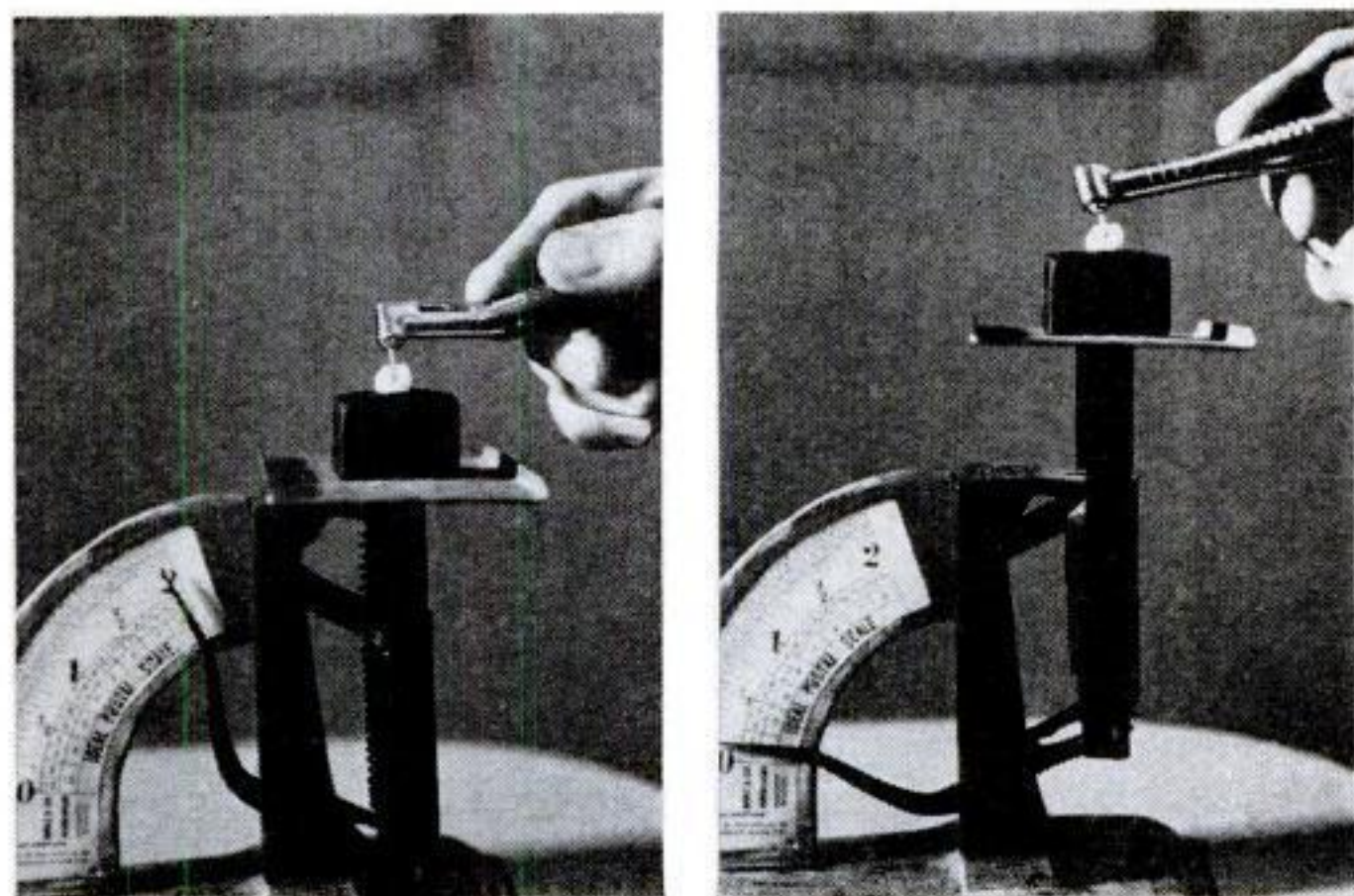
AMERICA'S NUMBER 1
ROAD CAR!



PONTIAC IS DAYTONA GRAND NATIONAL CHAMP!
A stock 317 h.p. Pontiac with Tri-Power Carburetion* beat all competing cars regardless of size, power or price in the biggest stock car event of '57! *Optional at extra cost on any model.



PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



LIGHT PRESSURE required to work Page's drill is shown on scales which indicate only two ounces for new device (*right*), two pounds for standard drill.

FASTER DRILL CONTINUED

Page tried to circumvent this limitation by eliminating gears entirely and carrying a belt-drive right down to the pulley that turned the drill. If that could be done, he figured, the drill could turn up to 10 times as fast as the motor itself. That was the approach that worked. But there were still hurdles to clear. One of Page's biggest difficulties was keeping tooth debris from creeping into the mechanism. He solved the problem ingeniously by providing a blast of compressed air which constantly forces its way through the transmission and prevents anything from coming in the other way. Two sets of ball bearings reduce friction and keep the drill mount from overheating.

Now that he has successfully produced his high-speed drill, Page does not claim that it is painless. Pain is largely subjective: some people can virtually ignore it, while others demand anesthesia for the merest scratch. Page advises all of his patients who are accustomed to taking anesthesia to go on doing so.

A 'new threshold' in dentistry

BUT there is little question that for most people the Page-Chayes drill (named for its inventor and for Herbert Chayes, the dental manufacturer Page got to produce it) will prove a boon. Among the dentists now using it many report that at speeds above 80,000 rpm. the actual perception of pain notably lessens, partly because of the remarkable lack of vibration. Writing in the *New York State Dental Journal*, Atlanta's Dr. McEwen asserted, "The important fact that treatment is being completed above the vibration perception of the patient results in an amazing change in patient acceptance. For the first time in dental operations the patient is not conscious of the cutting tool against tooth structure We are truly on a new threshold in dental advancement."

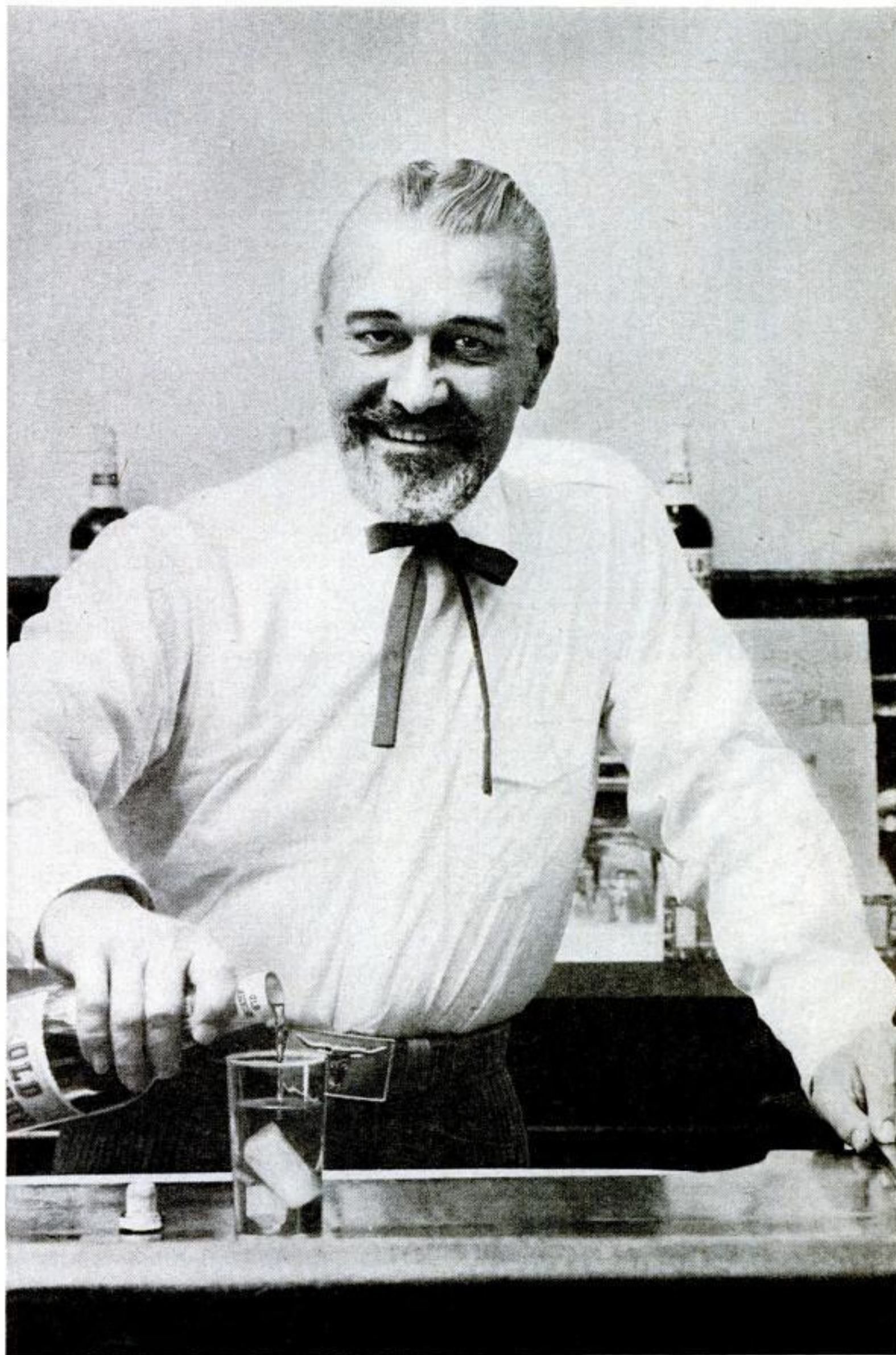
To be sure, the history of dentistry has been full of "new thresholds." In the 1930s Columbia University's press department jumped into the headlines with a dental school development called Hartman's Solution, a mixture of ether, thymol and alcohol

CONTINUED



HIGH SPEED of Page's drill is achieved by nylon-rubber belt (*top*) carrying power to drill head. Geared device (*bottom*) overheats when run too fast.

Welcome, brother, if you're a Bourbon Man



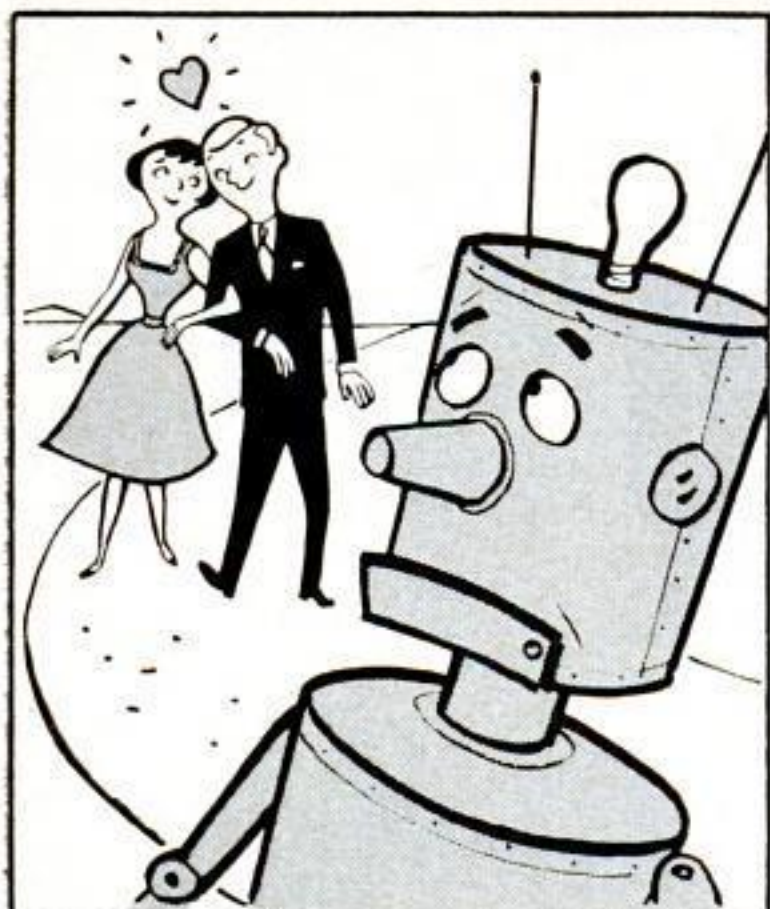
To a Westerner, hospitality without Bourbon
is like a handshake without warmth.
Old Hickory shows you why.
Great Bourbon enriched by extra years.
The best friend ice ever had.
With it you rediscover Manhattans,
make Old Fashioneds new.

OBSERVED IN THE BEST CIRCLES

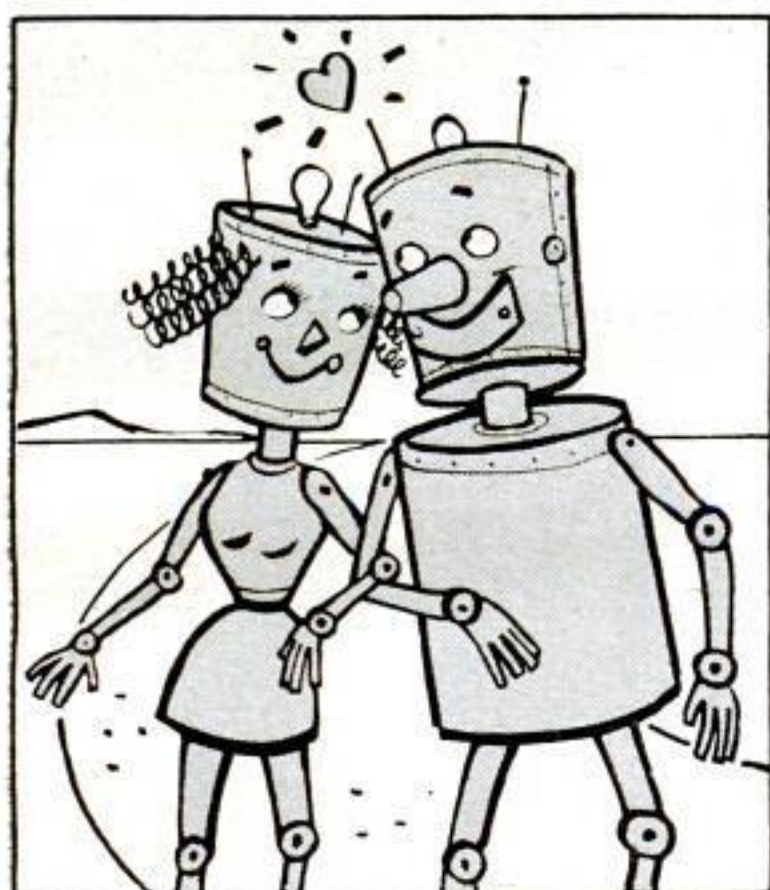
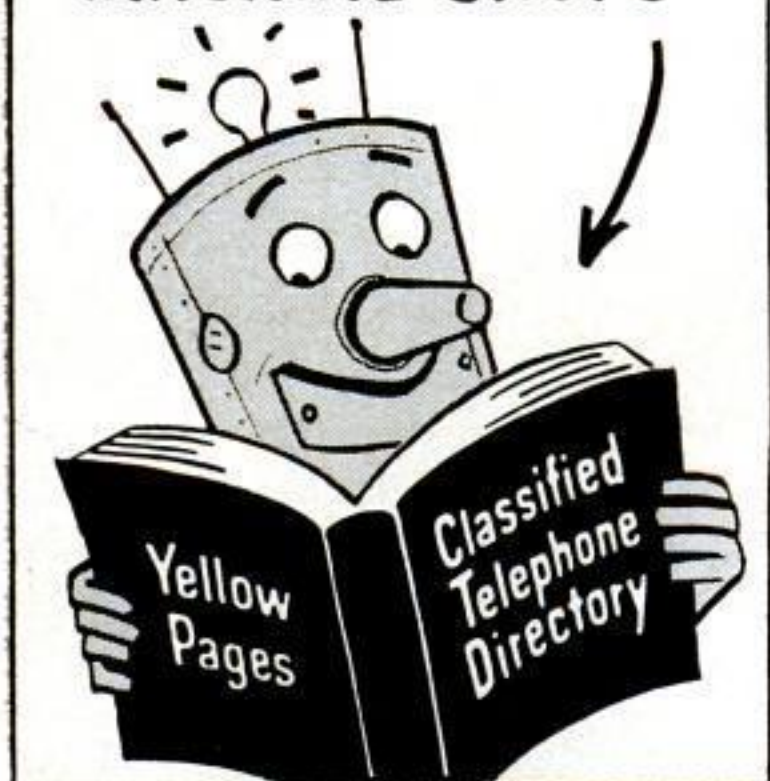
OLD HICKORY
Straight **BOURBON** *Whisky*
SIX YEARS OLD

86 PROOF • ALSO IN 100 PROOF BOTTLED IN BOND • OLD HICKORY DISTILLERS COMPANY • PHILA., PA.

Looking for Something?



MACHINE SHOPS



**FROM MACHINE SHOPS
TO STEEL FABRICATORS**
whatever you need-

Find It Fast
In The
Yellow Pages



Ads with this emblem
make your shopping easier

FASTER DRILL CONTINUED

which was supposed to desensitize any tooth to which it was applied before drilling. It did not prove effective and after a short while nothing more was heard of it.

Perhaps the most widely discussed developments of more recent years have been the airbrasive and ultrasonic drills. Both have been praised by some dentists, criticized by others. The airbrasive device invented by Dr. Robert B. Black is fast and effective, but some dentists dislike it because it lacks pinpoint control. The ultrasonic drill developed by the Cavitron Equipment Corporation offers such control and is also noiseless and less painful than the conventional drill. But it is sometimes criticized because it can be used in only about 80% of a dentist's normal operations—for example, it is comparatively inefficient when employed to cut a gold inlay or remove soft decay. Also, the abrasive slurry that it requires often makes it difficult for the dentist to see what he is doing.

While the airbrasive and ultrasonic drills are awaiting the final verdict of the dental profession, other dental tinkerers are competing with Page on his own terms by seeking faster drills. The Midwest Dental Manufacturing Co. has been trying to speed up the old geared mechanisms. By employing ball bearings to minimize heat and wear, Midwest achieved speeds of 40,000 rpm and higher. A special lubricating technique later brought speeds to 125,000 rpm.

The U.S. Navy's Dental School Laboratory at Bethesda, Md., tackling the problem the same way Page originally did—using turbines—now has a drill with reported speeds up to 200,000 rpm. Midwest also is experimenting with this approach. John V. Borden of Washington, D.C. has perfected still another turbine drill called "airsonic" which achieves a speed equal to that of the Navy drill. However, Page still believes that the turbine drill's tendency to stop under normal hand pressure will remain a major drawback to further development.

Meanwhile, Page's drill is finding increasing acceptance in the dental profession. More than \$600,000 worth were sold last year. Still, there are at least 90,000 dentists in the U.S. who do not yet own the new drill. If one out of three bought Page's handpiece, he could easily become a very rich man.

But like many another pioneer, Page has, in a sense, been a martyr to the progress he has helped create. The only way he could test the painlessness of his various prototypes was to work on his own teeth. By now he has drilled them so short that, as he puts it, "I'm practically down to the gums."



TAKING TIME OFF, Dr. Page enjoys the company of two of his children, Steven, 17, and daughter Dawn, 2. He has two other daughters, another son.



These airlines...

...and other commercial operators fly the fast, luxurious, four-engine Douglas DC-6, DC-6B, or new DC-7 series airplanes:

AEROLINEAS ARGENTINAS
*ALASKA AIRLINES
ALITALIA
AMERICAN AIRLINES
AUSTRALIAN NATIONAL AIRWAYS
BRANIFF INTERNATIONAL AIRWAYS
BRITISH OVERSEAS AIRWAYS CORP.
CANADIAN PACIFIC AIR LINES
CATHAY PACIFIC AIRWAYS
CONTINENTAL AIR LINES
DELTA AIR LINES
EASTERN AIR LINES
*ETHIOPIAN AIRLINES
FLYING TIGER LINE
*GREAT LAKES AIRLINES
*HUNTING-CLAN AIR TRANSPORT
JAPAN AIR LINES
KLM ROYAL DUTCH AIR LINES
LINEA AEREA NACIONAL DE CHILE
LINEE AEREE ITALIANE
*LOIDE AEREO NACIONAL
*LOS ANGELES AIR SERVICE
*MARITIME CENTRAL AIRWAYS, LTD.
MEXICANA DE AVIACION
NATIONAL AIRLINES
NORTHEAST AIRLINES
NORTHWEST ORIENT AIRLINES
*OLYMPIC AIRLINES
*OVERSEAS NATIONAL AIRWAYS
PANAGRA
PANAIR DO BRASIL
PAN AMERICAN WORLD AIRWAYS
*REAL-AEROVIAS BRASIL
*RIDDLE AIRLINES
SABENA BELGIAN WORLD AIRLINES
SCANDINAVIAN AIRLINES SYSTEM
SLICK AIRWAYS
SOUTH AFRICAN AIRWAYS
*S. S. W.
SWISSAIR
TASMAN EMPIRE AIRWAYS LTD.
†TRANS AMERICAN AIRLINES
†TRANS CARIBBEAN AIRWAYS
TRANSPORTS AERIENS
INTERCONTINENTAUX
UNION AEROMARITIME
DE TRANSPORT
UNITED AIR LINES
WESTERN AIR LINES

*Flying soon †Certificate applied for

More people and
more airlines fly Douglas
than all other airplanes combined



DC means DOUGLAS



More time to catch the big one when you fly the fast one — the DC-7!

Whatever your reason for getting there sooner...

*Take the **DC-7**—world's **fastest** airliner*

With its top speed a remarkable 410 miles an hour, the DC-7 wings you with velvet swiftness across the oceans, across the continents—anywhere in the world!


There's unbeatable luxury and comfort, too. The spacious DC-7 cabin is

pressurized, air conditioned, sound-proofed and tastefully appointed to make your travel completely restful.

Next trip, get there *sooner*, more *comfortably*—by DC-7. See why *more* people and *more* airlines fly Douglas than all other airplanes *combined*!



DOUGLAS
BUILDERS OF THE DC-8 JETLINER



Enjoy the modern *Light* refreshment

Isn't the looking as nice as the listening with a modern woman around? She knows that slim beauty depends on eating habits — and so she makes lighter, less-filling food and drink a pleasant daily rule.

Today's Pepsi-Cola, reduced in calories, goes right along with this sensible trend in diet. Never heavy, never too sweet, it refreshes without filling. Go on record for *light* refreshment — say "Pepsi, please"!

Pepsi-Cola

refreshes without filling



MOVIES

ENTER: BATTLING BACALL

Lightweight Lauren dives
into a funny film fracas

In *Designing Woman*, an unlikely marriage of sports and high fashion brings on a rousing roughhouse in which Lauren Bacall takes on a gang of toughs of the thug-ridden world of boxing. The fight is momentarily savage and the end unladylike, but it helps produce a light-footed MGM comedy that appealingly shows off not only Miss Bacall's handsome legs but also her considerable talents as a sophisticated comedienne.

As a fashion designer at odds with her new sportswriter husband, she gets into some unfashionable situations, but as Battling Bacall, fighting for her man, she humorously and effectively tosses her 119 pounds of weight around.



CHARGING into the battle, Marilla Hagen (Lauren Bacall) races to aid her husband Gregory Peck (background) as he fights thugs he has exposed in the boxing racket.



BEANING a gangster, Marilla gives him a hair-raising rap on the head with wooden crate. Marilla has been kidnaped by the gangsters who are trying to get her husband.



POKING through the debris of broken boxes, Marilla's trim legs and the frilly edge of her dress are her only visible remains after the gang of thugs has been put to rout.

From **PARKER** comes the ball point
that writes like a fine pen



writes 5 times longer

than ordinary ball point pens! The Parker Jotter writes on and on—smoothly, clearly, dependably—without skipping or leaking. One giant-size Jotter cartridge writes over a year for most people—saves money and the bother of frequent refilling. Your choice of point sizes, too—extra fine, fine, medium and broad. The Jotter is made by Parker to look, feel and perform like the fine pen it is—yet the Jotter costs only **\$295**



Compare! Place your ordinary ball point refill alongside this life-size picture of the exclusive Jotter refill. You will clearly see why the Jotter outwrites ordinary ball point pens 5 to 1!

Jotter—the Parker ball point pen

COPYRIGHT 1957 BY THE PARKER PEN COMPANY, JANESVILLE, WISCONSIN, U. S. A. • TORONTO, ONTARIO, CANADA

BATTLING BACALL CONTINUED



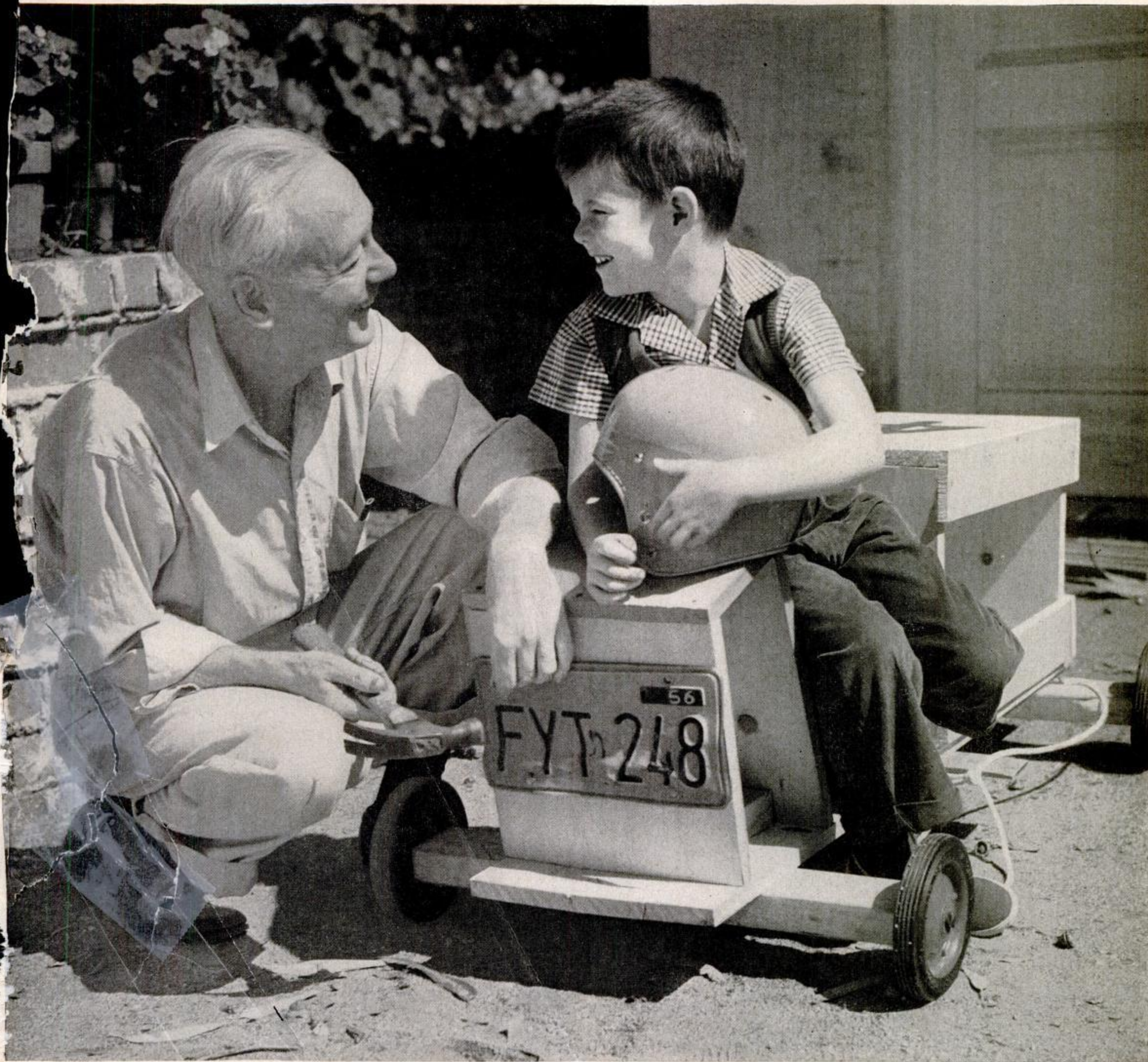
STARTLED HUSBAND Mike Hagen (Gregory Peck) recognizes wife's leg stretched over his. Both Mike and Marilla were knocked out during the fight.



REUNITED BATTLERS Mike and Marilla clutch each other after fracas. Just married, they had quarreled bitterly over opposing friends and interests.



PLAYFUL BITE on the ear tells Mike that Marilla still loves him. He is doubly sure as Marilla, a heavy eater when she is in love, asks for a hamburger.



Enlarged from a snapshot taken on Kodak's new Verichrome Pan Film

For the best snapshots you ever took... Kodak's great new Verichrome Pan Film!

The same type of film professionals use is ready now to give you richer, more sparkling snapshots. Kodak's new Verichrome Pan Film takes better pictures in any light. And you can *see* the difference. You see how much more lifelike people, places and pets all look, whether you shoot in sunlight, dull light or with flash. For the best snapshots you ever took, try new Verichrome Pan this weekend.

The film in the familiar yellow box

EASTMAN KODAK COMPANY . . . Rochester 4, N.Y.



General Electric Thinline Air Conditioner has no unsightly overhang—inside or out

No matter what kind of windows, wiring, color scheme or budget you have, you can have the cool comfort of a modern General Electric Thinline



NEW 1-HORSEPOWER DE LUXE THINLINE works on 115 volts, packs a big 9,000 BTU* capacity. It's one of the most powerful air conditioners of its kind you can buy. Another Thinline model ($\frac{3}{4}$ hp, 7.5 amperes) has a cooling capacity of 6600 BTU's.*

HERE'S why the ideal air conditioner for your home is the General Electric Thinline:

It fits anywhere. Takes up $\frac{1}{8}$ less space than previous, old-style models—so it fits almost any kind of window, even a casement. So thin (only $16\frac{1}{2}$ inches) that you can have it flush with the inside wall, with no unsightly overhang outside. You can even have the Thinline installed through the wall.

It fits any wiring. Some Thinline models work on so little current that there's one to fit the electrical service you already have. So just about any home can have a General Electric Thinline without costly rewiring. Besides, you get all the big cooling benefits of high BTU* capacities. And General Electric's High Power Factor assures you of getting the most cooling out of the electricity you use.

It fits any color scheme. The new Accent-on-Color Plan blends your Custom Thinline with your home's décor. You choose from 6 cheerful spray-on colors.

It fits any budget. Both the Custom Thinline and the even lower-priced De Luxe model are temptingly priced. So now there's really no reason to do without cool comfort. Whatever you pay, you get Thinline design, high cooling capacity, General Electric dependability. General Electric Thinline models come in $\frac{1}{2}$, $\frac{3}{4}$, 1 and $1\frac{1}{2}$ -horsepower models, range from 5500 BTU's* to 13,350 BTU's* in cooling capacity. All in compact, attractive cabinets.

Your General Electric dealer will gladly demonstrate Thinline advantages for you. He's listed in the Yellow Pages. General Electric Company, Room Air Conditioner Department, Appliance Park, Louisville 1, Kentucky.

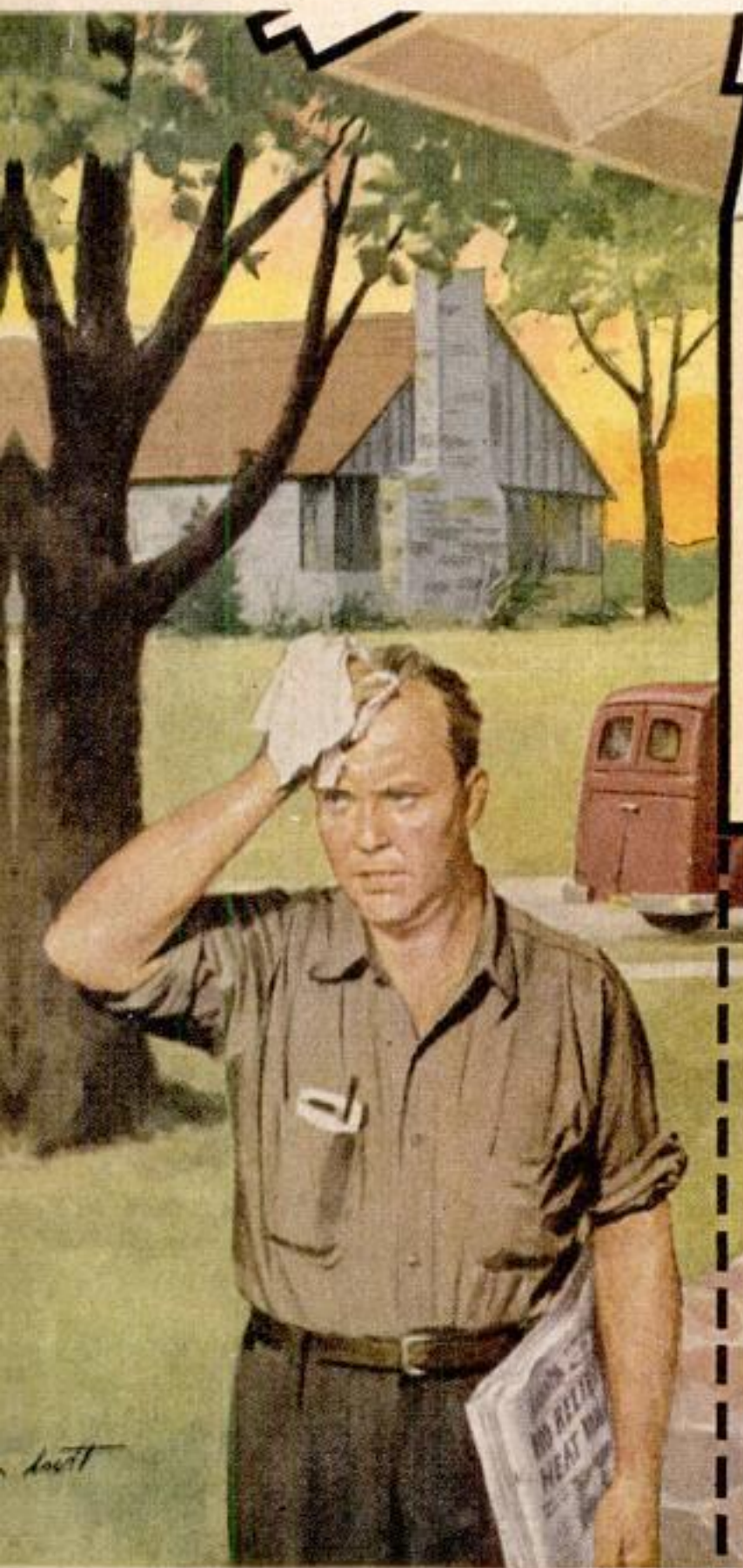
Electronic filter (available at extra cost) for hay fever, asthma victims. Removes virtually 100% of dust and pollen particles from the air passing through it, not just the 98% of the normal filter. And it's permanent. You can clean it in just a few seconds—by replacing the filter insert—for just a few cents per cleaning. Other features include Jet Air Freshener, automatic thermostat controls.

*Cooling capacities are tested and rated in compliance with ARI (Air Conditioning and Refrigeration Institute) Standard 110-56 and are stated in BTU's (British Thermal Units).

Progress Is Our Most Important Product

GENERAL  ELECTRIC

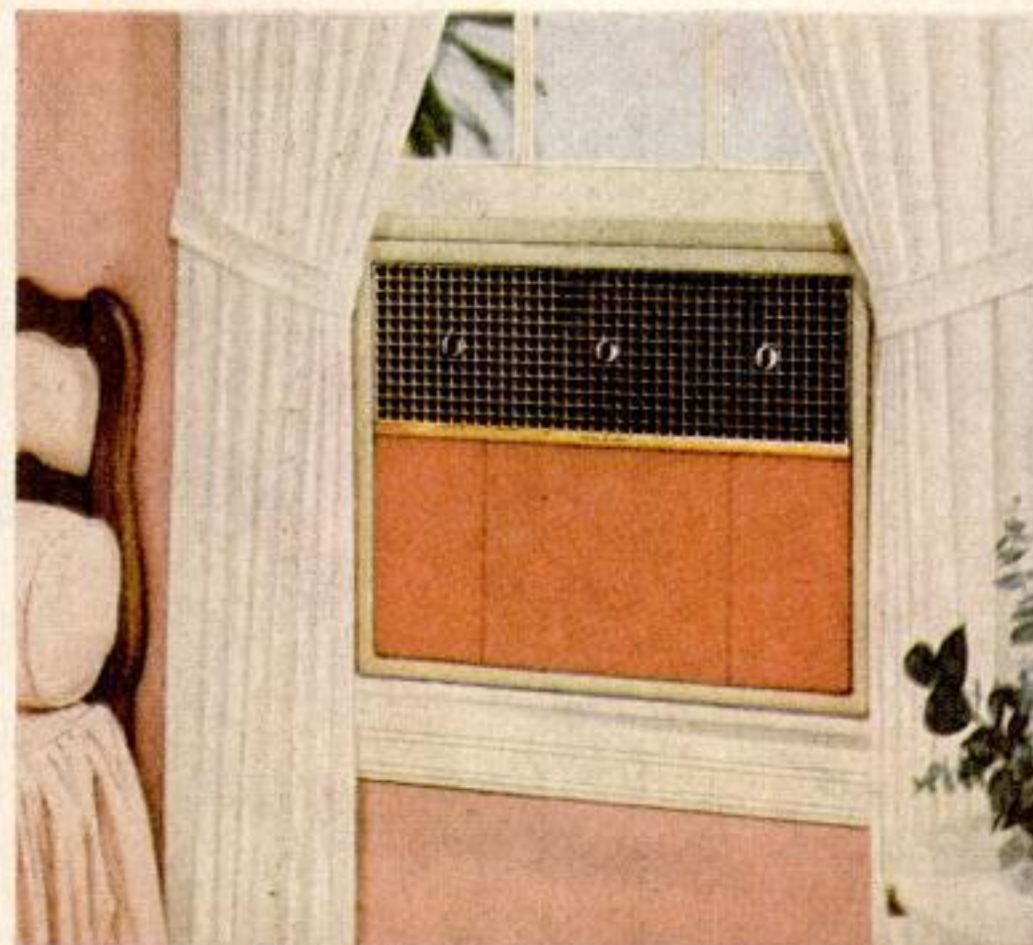




Thinline
Air Conditioner

Only 16½ inches thin — takes up ⅓ less space, fits almost anywhere

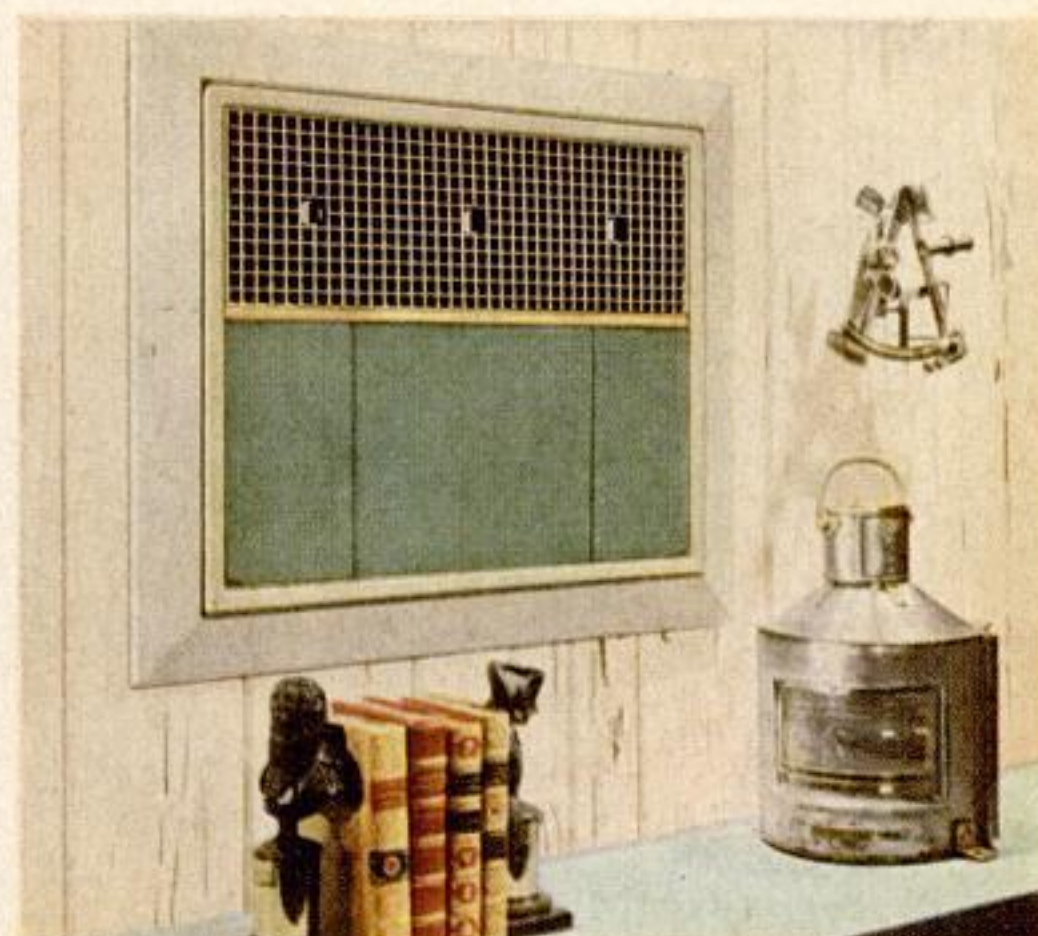
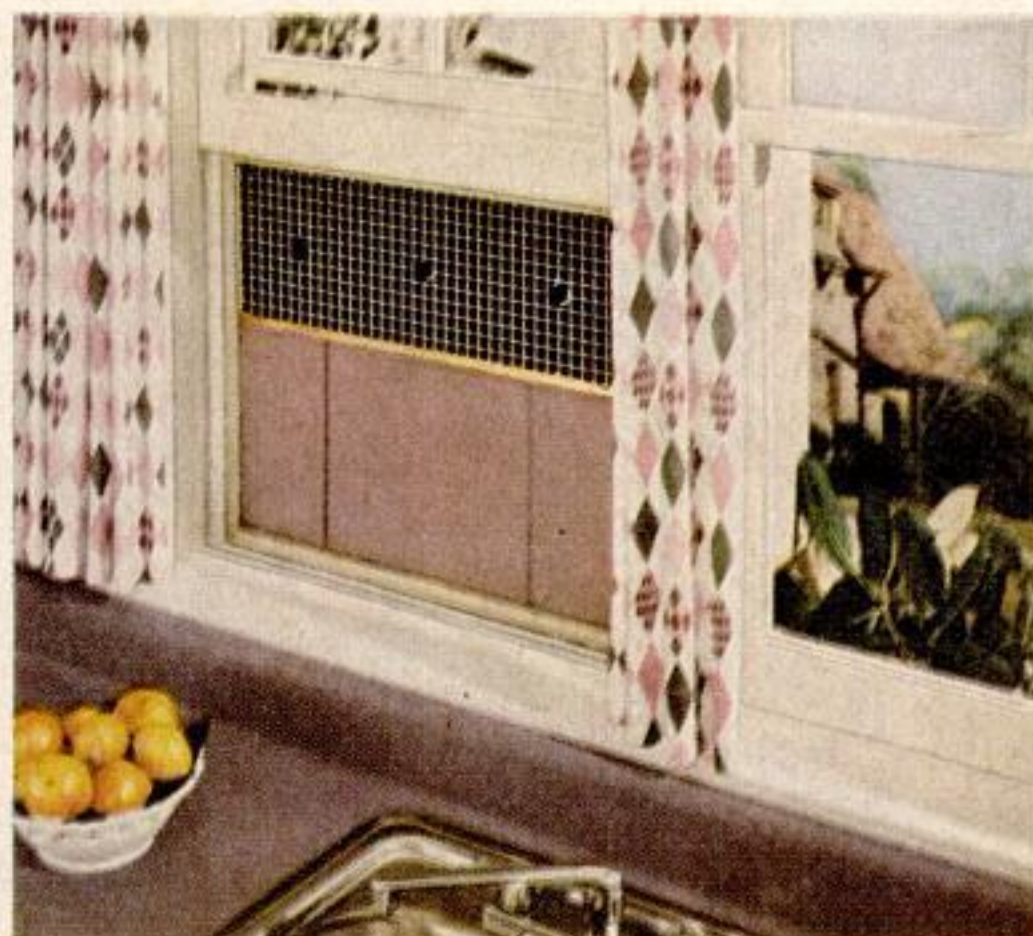
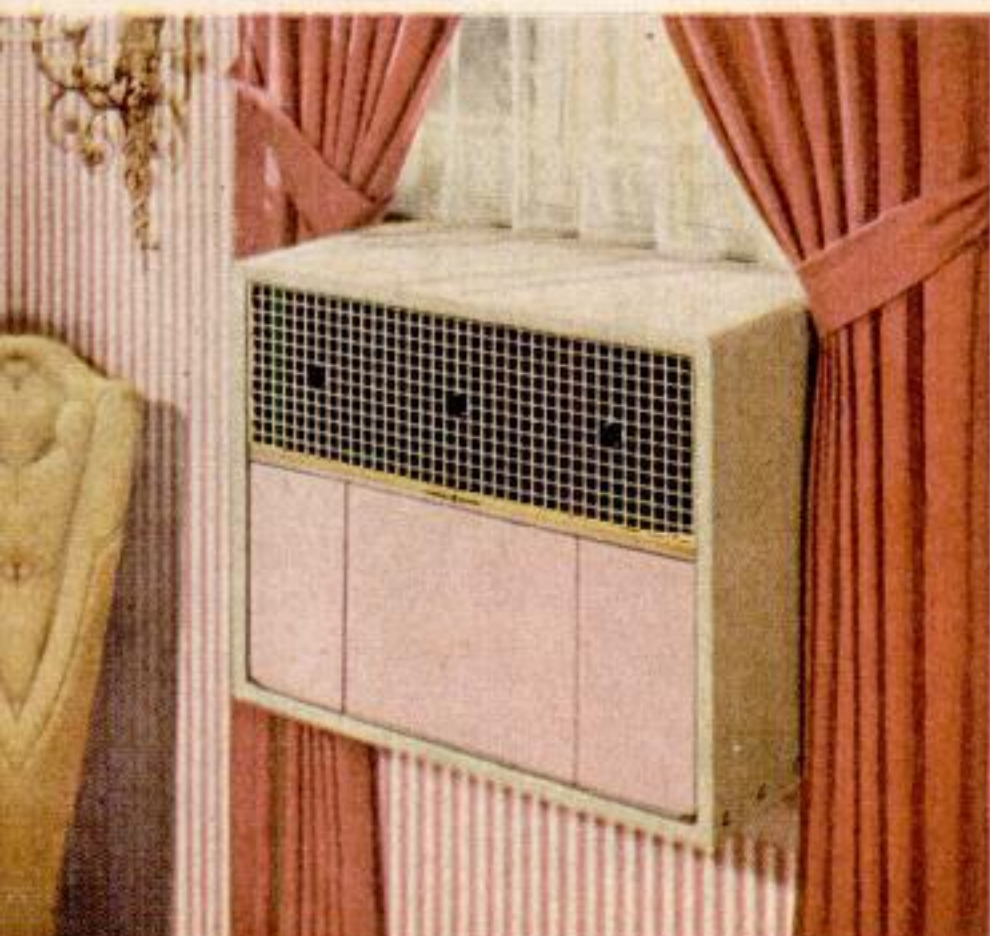
There are two
General Electric Thinline
styles—Custom and De luxe.
Both fit almost anywhere
with no unsightly overhang.
And Custom models
(shown here) give you a
choice of colors...



THINLINE FITS UPPER...

OR LOWER HALF...

FITS CASEMENT WINDOWS



CAN GO ALL INSIDE...

OR ALL OUTSIDE...

OR RIGHT THROUGH THE WALL



"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of the Kellogg Company for its oven-toasted rice.

"Snap-Crackle-Pop" make it fun to get the important nourishment of whole grain rice

You just know a bowl of Rice Krispies like this will taste good.

But did you know that this delicately crisp cereal also gives you the concentrated nourishment of whole grain rice, one of the world's greatest grains?

Vitamins, minerals, energy—the kind of nourishment you need for a busy active day.

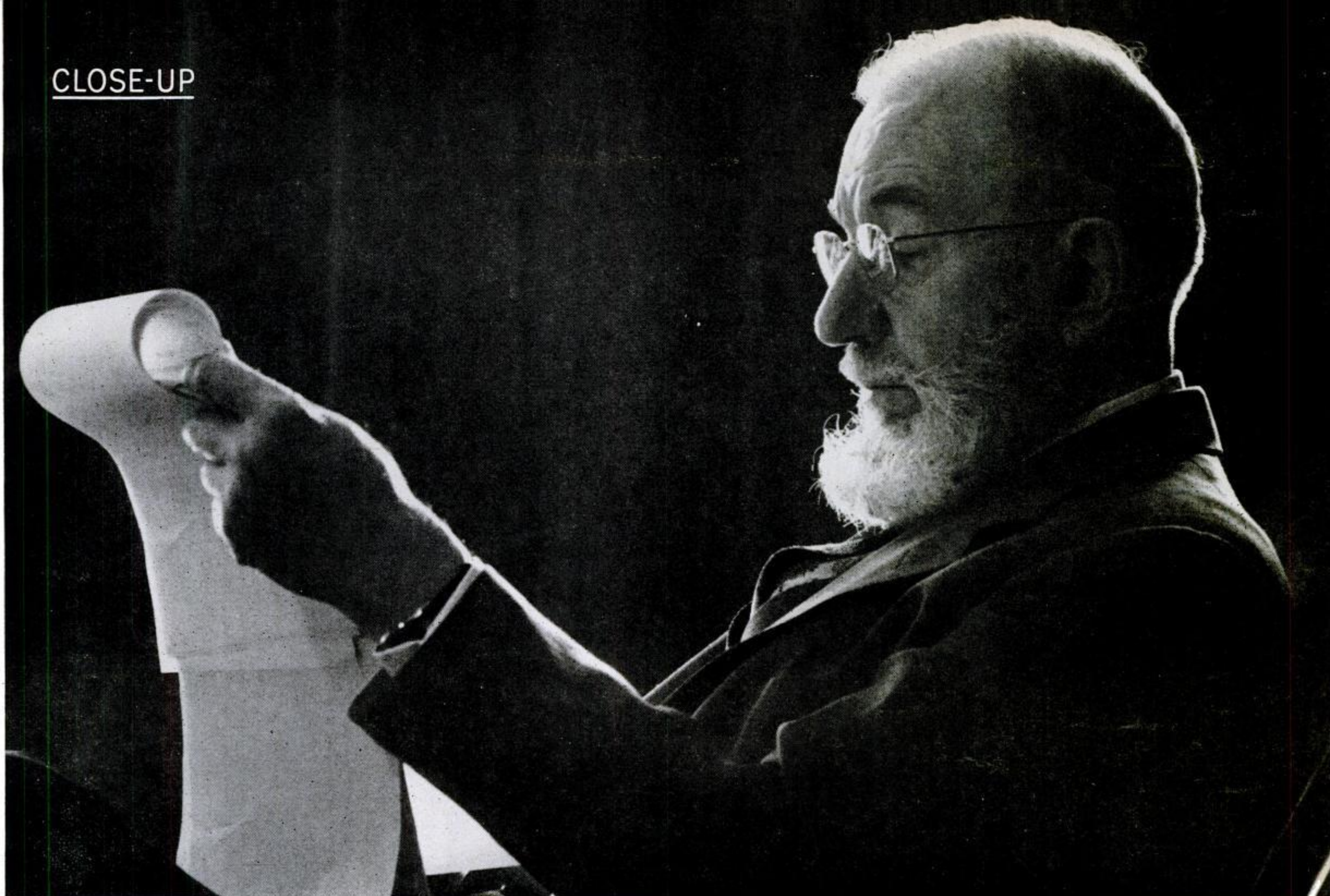
All yours in a deliciously different and modern form that's fun to eat.

Why not welcome "Snap-Crackle-Pop"—the famous voices of nourishment—at your breakfast table soon. They'll enjoy it—and so will you!

NOURISHMENT
WITHOUT WEIGHT



Kellogg's RICE KRISPIES



JUDGE BARNES reads lawyer's brief for case on trial, a job which fills many hours off the bench.

ON BENCH in marble and oak Chicago courtroom Barnes wears his customary street clothes.

"People who don't know what a judge does think he isn't working unless he is on the bench. First I have to think. Second, I read briefs."

"I seldom wear robes. I may exasperate my colleagues, but if a judge doesn't sit on the bench with dignity, the gown won't do it for him."

A Judicial Firebrand

I REFRAIN from shaving for the reason that most men shave—to improve my looks," explains John Peter Barnes, 76-year-old chief judge of the northern Illinois U.S. district court in Chicago. His beard makes little children mistake Judge Barnes for Santa Claus. It impresses lawyers too, but they never take him for Santa. To them he is one of the fast-vanishing fire-and-brimstone judges with a national reputation for righteous wrath and independence. Three years ago Barnes ruled that in 1934 gangster Roger ("the terrible") Touhy was railroaded to jail. Once, defending rights of penitentiary prisoners, he threatened the governor of Illinois with jail.

Though the judge has mellowed with age, lawyers still find him a firebrand on the bench. They admire his honesty but complain he is arbitrary in his decisions. "If a man is arbitrary," says Barnes, "it is not the worst thing. The most important quality in a judge is the courage to hold the scale even between your friend and a man you dislike, to be unafraid of offending the powerful, to do the unpopular thing—in short, not to be human." Born on a Pennsylvania farm ("All country boys who become lawyers want to be judges," he says), Barnes gave up a \$60,000-a-year law practice in 1931 to accept the \$10,000-a-year (now \$25,000) federal judgeship, has never been sorry. A judge's responsibility for seeing that justice is done is not a burden to Barnes. He says, "I have considerable confidence in my own opinion—like any lawyer worth his salt. And a judge who is true to his conscience doesn't lie awake at night."



JACK BURKE world's most comfortable golfer



starts fresh in

MAYO SPRUCE

T-shirts and Briefs

"Whether I'm on the course or not," says golf champ Jack Burke, "I want underwear that let's me move freely, and never binds. Mine's always Mayo Spruce." See for yourself how comfortable Mayo Spruce really is. Sizes for men and boys.



UNDERWEAR • SPORTSWEAR • SLEEPWEAR

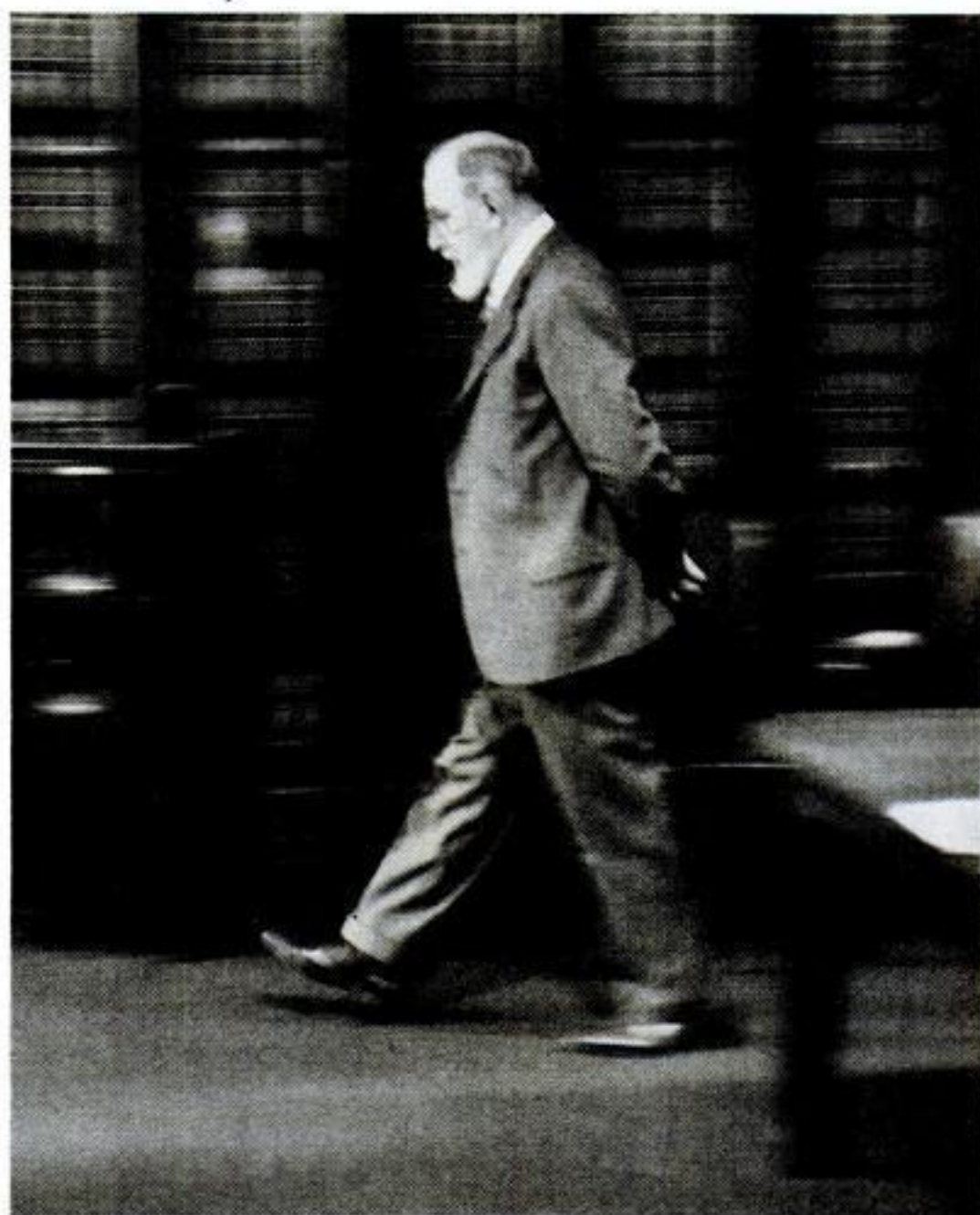
Mayo Sales Corporation, Selling Agents for Washington Mills, 5014 Empire State Building, New York City.



BARNES CONTINUED

IN CHAMBERS, deciding on admissibility of photograph in \$80,000 accident suit, Barnes listens to arguments of opposing lawyers.

"In accident cases, it's hard to tell what affects your decision. You can't give away other people's money just because somebody needs it. You may feel like a hardhearted wretch, but it's your job."



PACING up and down in his chambers past shelves of law books, Barnes mulls over lawyer's arguments.

"I frequently stretch my legs during a recess. I get a little exercise and it relaxes me after hours of complicated arguments. Sometimes during court I pace behind the bench while I listen to the lawyers."

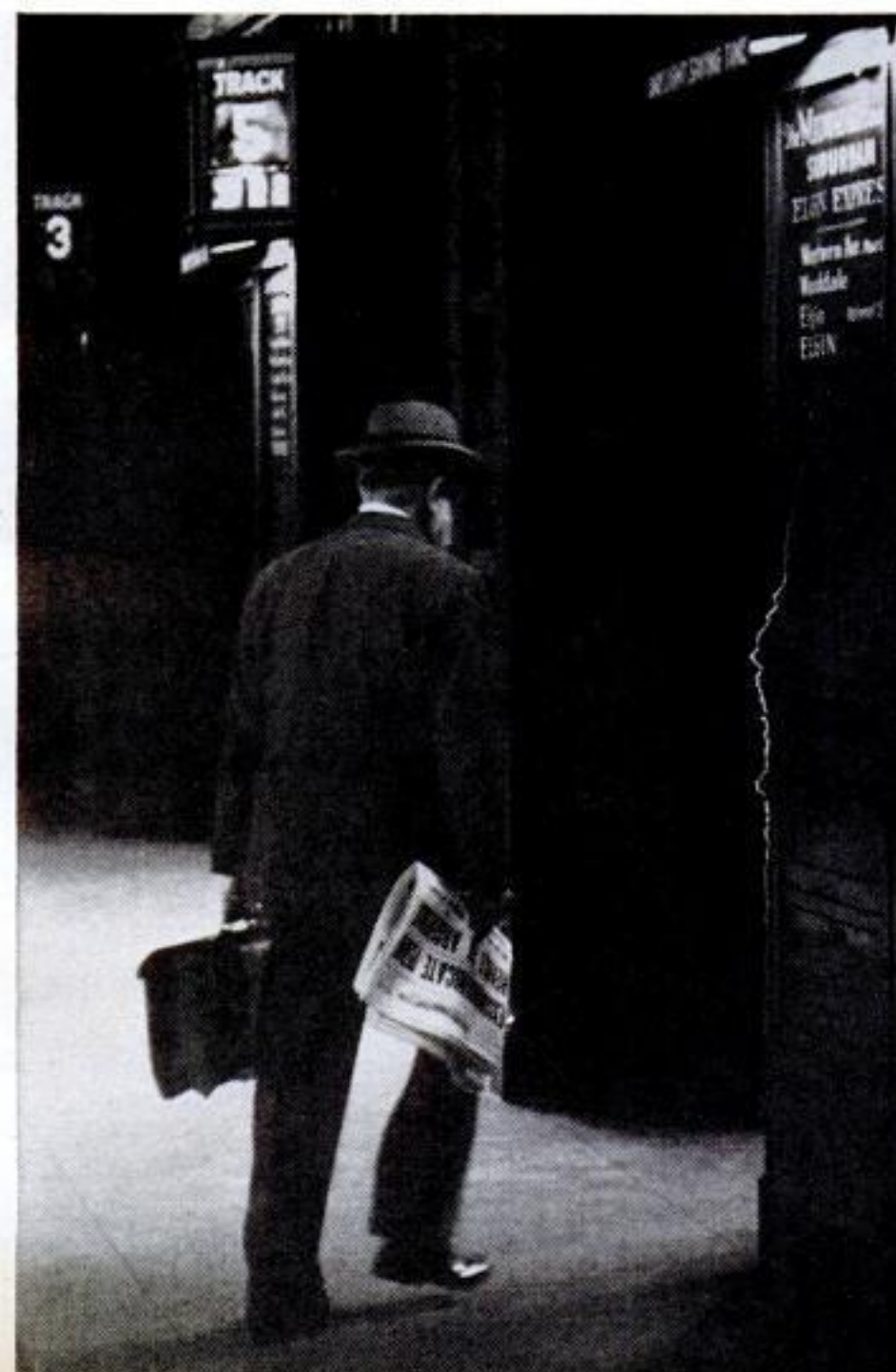
AFTER four and a half hours on the bench, Barnes, with a briefcase full of law briefs, catches the 5:10 p.m. train for Elgin.

"I lead a very quiet, cloistered life and never stay in town. Invariably I catch the 5:10, read two papers and take a nap. As the years have gone along, I've tried to relax and rest a little—sometimes you have to."



TO INTERPRET for himself laws cited by lawyers, Barnes selects a law book with references marked.

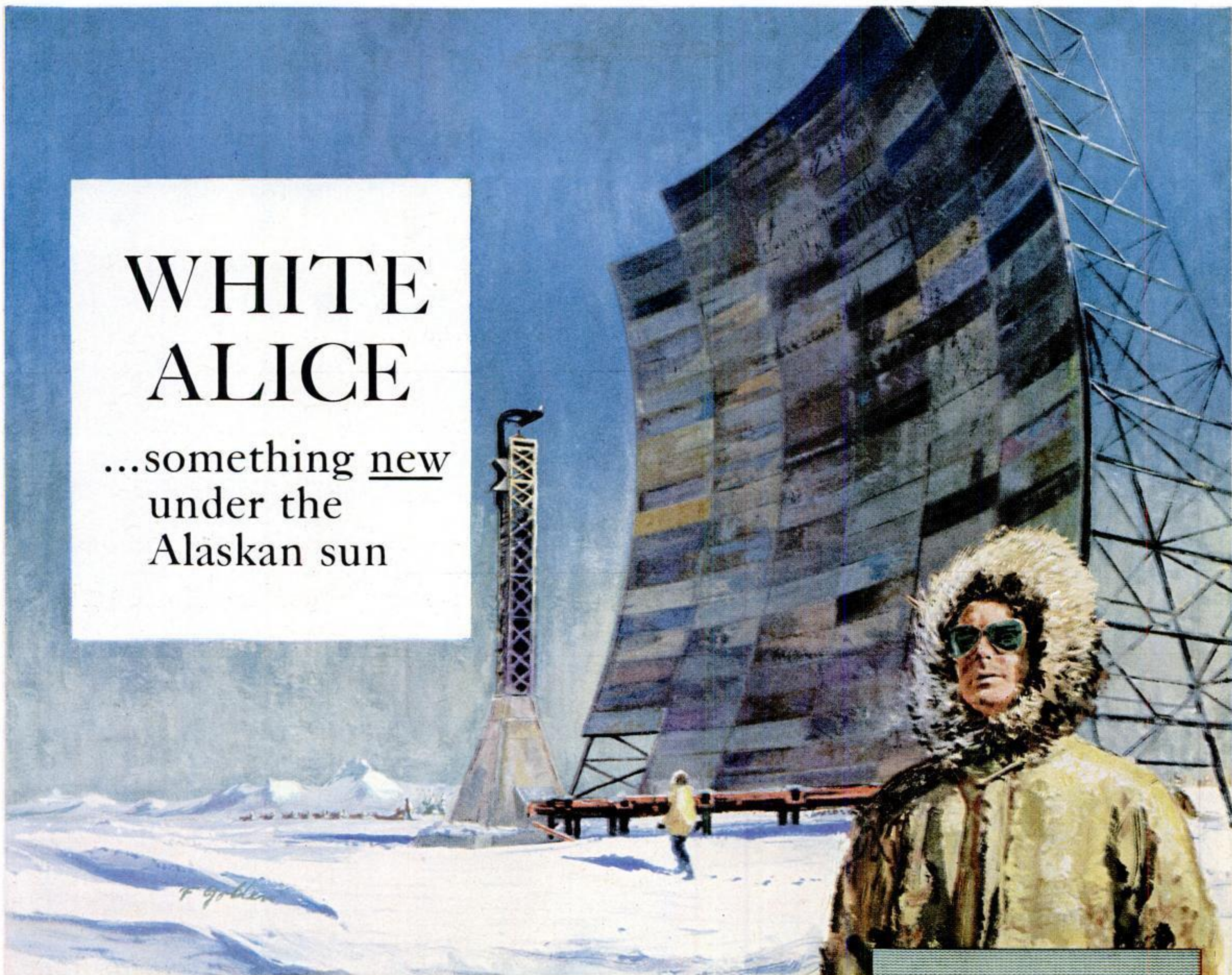
"A judge can't rely on just legal education and experience. You should use what lawyers bring you. They cite a case and my clerk puts a marker in the law book."



CONTINUED

WHITE ALICE

...something new
under the
Alaskan sun



Giant "over-the-horizon" antennas like this transmit and receive signals beamed from more than 150 miles away and bounced off the troposphere, a layer of air five to seven miles above the earth's surface.

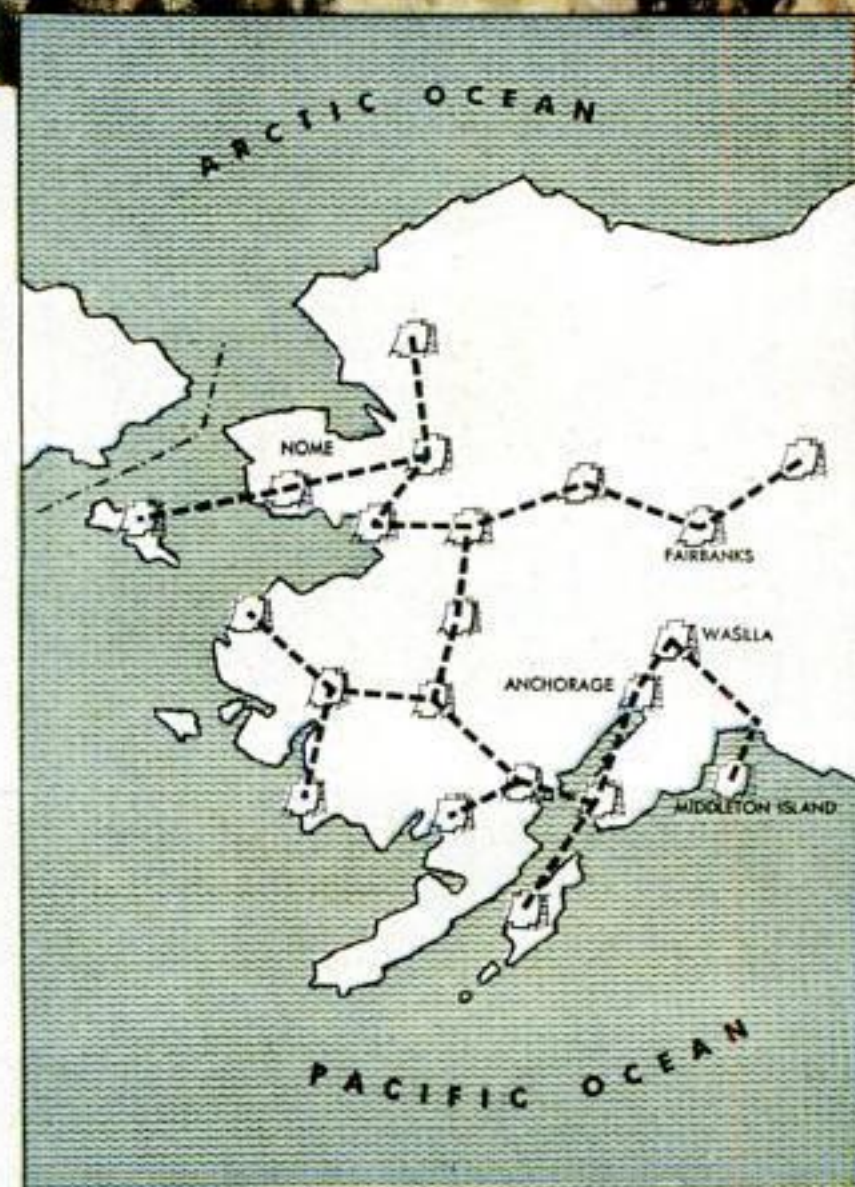
If enemy planes ever threaten our distant northern frontiers, huge antennas like this will flash the news to combat centers in the Alaskan Air Command, and do it regardless of adverse atmospheric conditions.

They're part of the *White Alice* project, the new defense communications system spanning inaccessible regions, conquering a static-choked atmosphere and savage storms. Western Electric was asked to build it by the U. S. Air Force.

The first links have already been turned over for service. When the system is completed and tied in with existing facilities, *White Alice* will give Alaska some 3100 route miles of long distance voice and tele-

graph channels. Besides enabling our defense forces to receive instant reports of aircraft detected by radar installations, the new system will also bring telephone service to many remote areas for the first time.

Western Electric was entrusted with *White Alice* because it is a difficult communications project — one for which we, as the manufacturing and supply unit of the Bell System, have the special skills and experience needed. Beyond this, we are able to call upon the combined skills of the people in our sister companies of the Bell System and our thousands of suppliers . . . the same team that provides your Bell telephone service here at home.



Sending and receiving stations will soon dot Alaska along *White Alice* routes. Western Electric — Bell telephone crews must battle sub-zero weather, summer thaw, over some of the toughest terrain in North America.

Western Electric



MANUFACTURING AND SUPPLY

UNIT OF THE BELL SYSTEM



The bacon with
"GOOD MORNING" in every slice . . .

The fragrance from a skilletful of sweet-smelling Rath Black Hawk Bacon has been known to tumble strong men out of bed in a hurry! It's that famous corn-fed bacon—all sugar-cured, hickory smoked and with broad ribbons of rich, meaty lean in every tender pink slice.

Have Rath Bacon for breakfast tomorrow.
Somehow getting up won't be so bad. . .



Rath makes over 1000 meat products—but when you try any one, it's one in a million.



Rath BLACK HAWK MEATS

FINER FLAVOR FROM THE LAND O' CORN

THE RATH PACKING COMPANY, WATERLOO, IOWA



ENJOYING one of the frequent Barnes family get-togethers at the farm, the judge holds on his lap solemn, 8-month-old Buddy Hooper, the youngest of his nine grandchildren.

"Our farm isn't far from La Grange where all our daughters live, so often they bring the grandchildren over for dinner. I really like my grandchildren and I hope they like me. But I prefer to see somebody else take care of them. I was that way with my own children."



IN FARMHOUSE living room, the Barnes clan has dinner. Next to Barnes are his two daughters and opposite him is his wife Sara. Others are a son-in-law, a sister-in-law.

"Sara and I had six children, first two boys and then two girls. We lost one of the boys from diphtheria when he was 9. Then we had two more boys. They grew to manhood and we lost both of them in the war. They were killed in Europe within six miles of each other within six weeks."

CONTINUED



The

NEW

F-57 HAMMER

with **IMPROVED**

light-weight **CONSTRUCTION**

Non-Breakable

FIBER-GLASS

Handle

*Stronger than Steel
-with the Hickory feel*

You'll marvel at the free swing of the most perfectly balanced hand tool ever made.

And you get the only handle that won't bend out of shape or collapse—can't rust, rot or corrode. In fact, each handle is guaranteed non-breakable in normal use.

NEOPRENE COVERED GRIP

Shock Absorbent and Slip-Proof.
Resists grease, oil and sweat.

The F-57 Nail Hammer is one of the twenty-eight tools with non-breakable fiber-glass handles in the new Plumb line.
FAYETTE R. PLUMB, INC., PHILA. 37, PA.

\$4.95
at your
local
retail
hardware
store

PLUMB®



Drain away that
roof water with

ORANGEBURG® ROOT-PROOF PIPE

Roof-water splashing down causes damp basements...flooded crawl spaces...puddles in the yard. The modern drain line to carry this water away, before it creates trouble, is Orangeburg Root-Proof Pipe.

Modern because Orangeburg installs easily, economically. Taperweld® Joints seal root-proof with a few taps...no cement or compounds. Light 8-foot lengths are easy to handle...save costs.

Lines 50 years old, operating like new today, prove you can install Orangeburg and forget it. Over 250,000,000 feet are in service from coast to coast.

Building, buying or modernizing this year? Ask your contractor to install Orangeburg. It will save you trouble and money.

Orangeburg Root-Proof Pipe is ideal, too, for house sewers, septic tank connections, storm drains. Orangeburg also comes Perforated for foundation drains, septic tank filter fields, draining wet spots.

See your dealer or write Dept. L-57 for facts.
ORANGEBURG MANUFACTURING CO., INC.
ORANGEBURG, N. Y. NEWARK, CALIF.

"I use the
3" size on
many jobs."



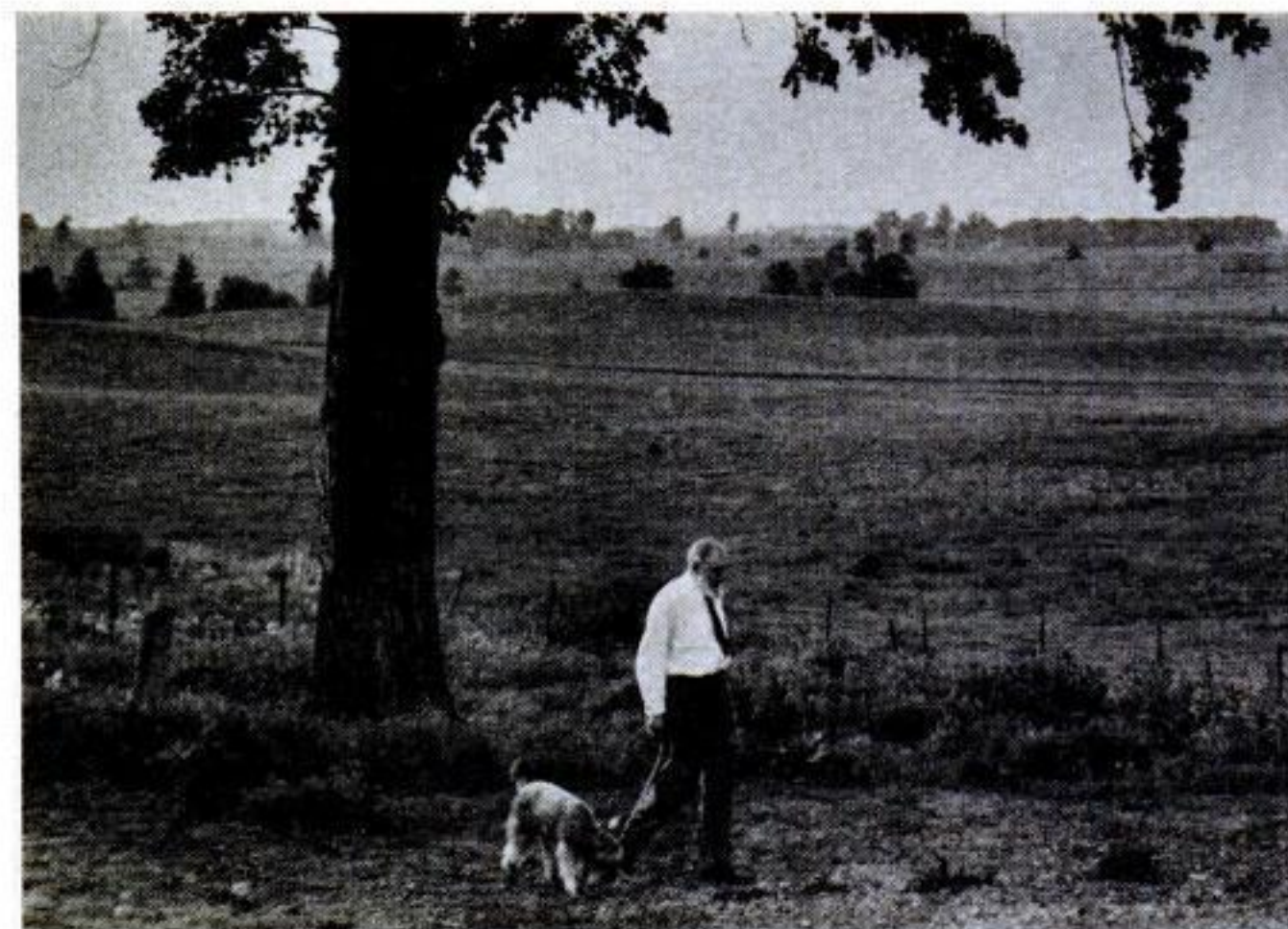
Look for the **ORANGEBURG®**
Brand Name on Pipe and Fittings

BARNES CONTINUED



PURSUING his only hobby, refinishing antique furniture, Barnes in an old straw hat rubs down an old pie cupboard.

"I've done a lot of refinishing—most of the furniture in my house. It's nice for an older person. You're on your feet, getting a little exercise, but not in the hot sun."



ON HIS 130-acre farm near Elgin, Ill., Judge Barnes takes an evening stroll. He lives on two acres, rents rest to tenant.

"I often walk with Joy, our poodle. Those dogs think they're people. We have cats too. I annoy Sara by naming them things like 'Yellow Jaundice' and 'Leprosy.'"



JUDGE BARNES retires at 9. He no longer works week nights, finding it tiring and, with his experience, no longer necessary.

"I always get nine hours of sleep. Litigants deserve an intelligent trial and the worst thing that can happen is an old judge asleep on the bench."



Yo-ho-yum
and a
Butter Rum!

BUTTER RUM - BUTTER RUM - BUTTER RUM -

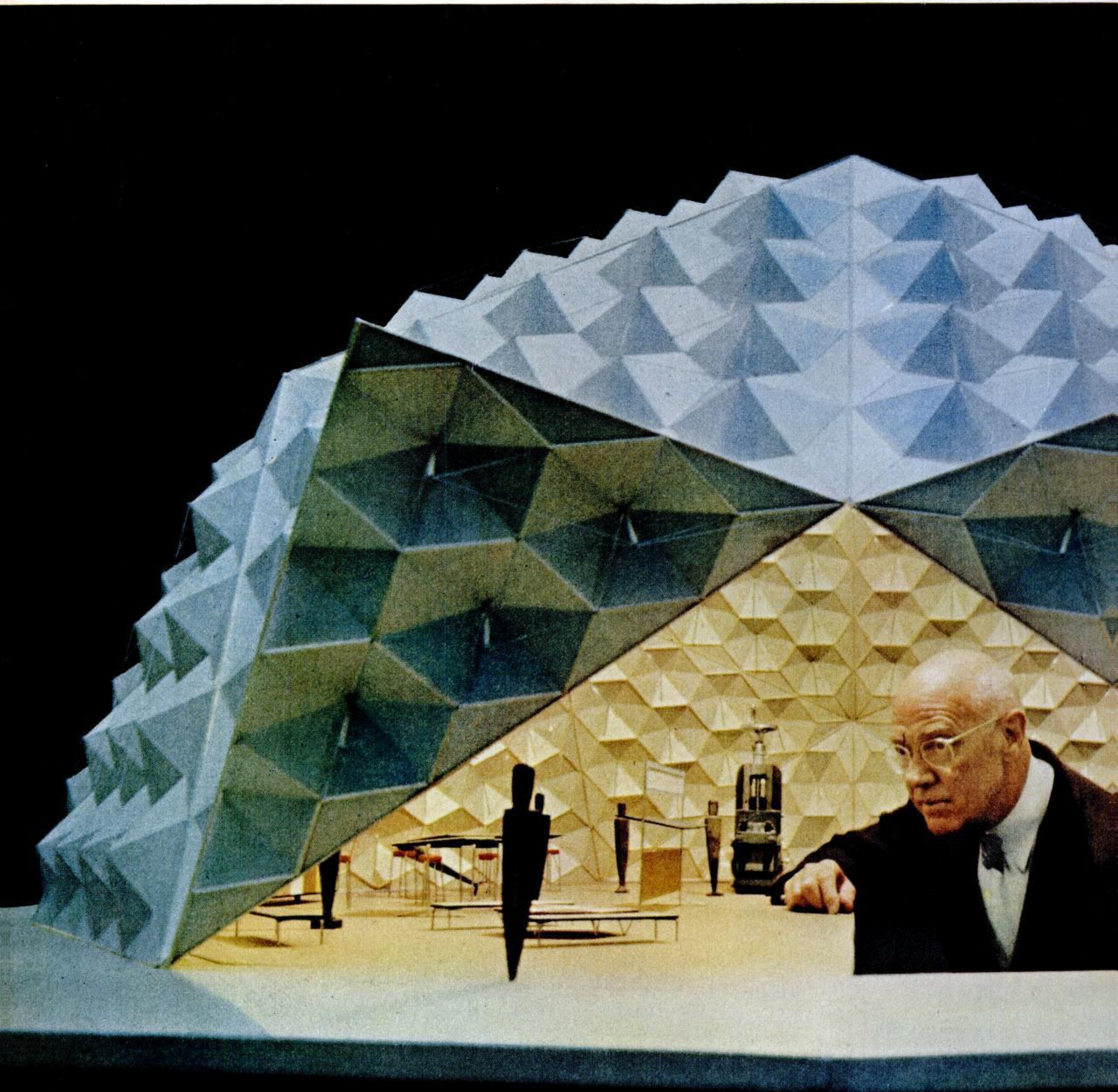


The candy with the hole

...still only 5¢

THE TRADE-MARK 'LIFE SAVERS' IDENTIFIES 'THE CANDY WITH THE HOLE' MADE EXCLUSIVELY BY BEECH-NUT LIFE SAVERS, INC. IN THE U. S. A. AND AFFILIATES THROUGHOUT THE WORLD.

ART RIDES HIGH AT



A STRANGE DOME, the model for a campus workshop, was constructed by the students of industrial design and suggests new art forms. Designed by a seminar teacher, Jeffrey Lindsay, this geodesic dome is composed of hexagonal units of

steel and translucent aluminum and represents the most advanced methods for low-cost construction. Inside model, Vern O. Knudsen, dean of Graduate Division and acoustics expert, makes tests which prove structure will be sound absorbent.

A GREAT UNIVERSITY

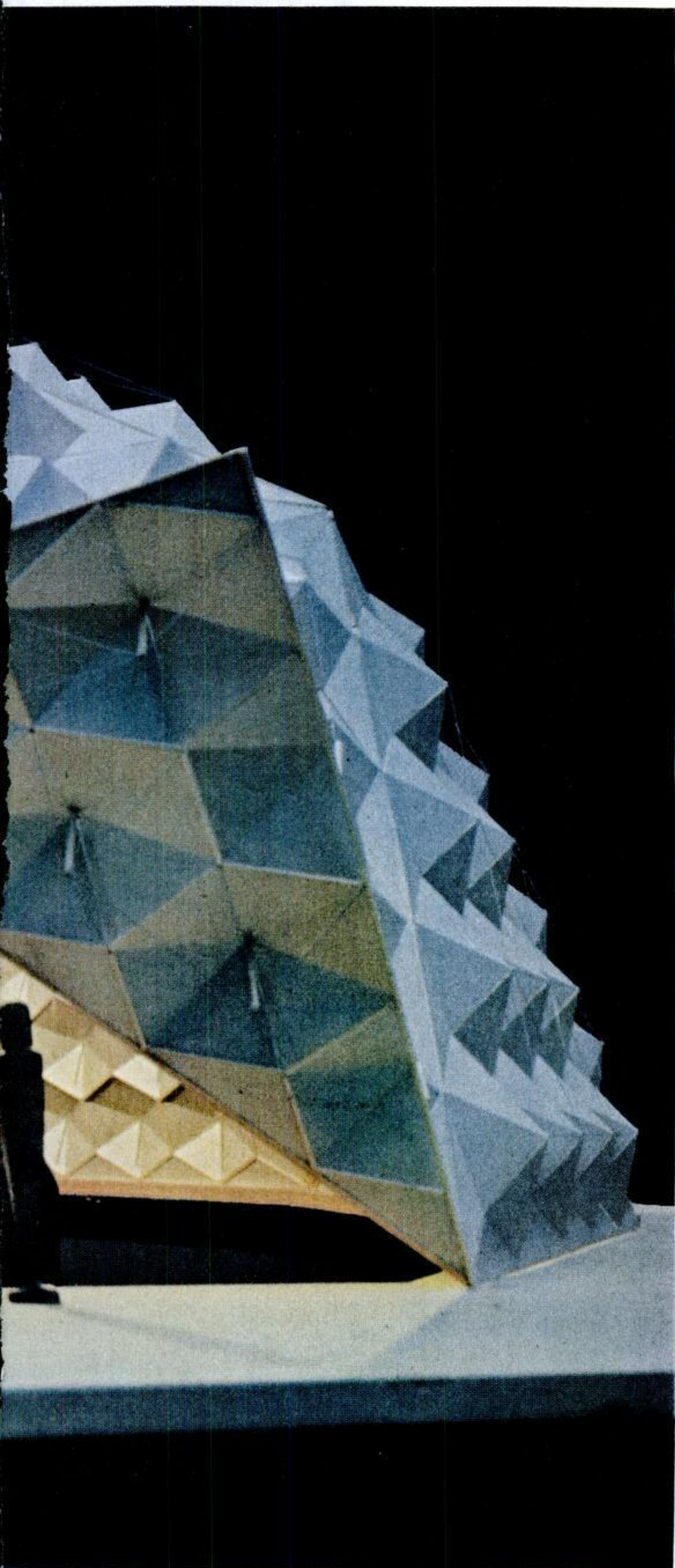
**On the UCLA campus 5,000 students
dig for riches in many creative fields**

Photographed for LIFE by J. R. EYERMAN

The spiky dome pictured at left was recently designed for the campus of UCLA (University of California, Los Angeles). If plans go through, the supermodern dome will stand near a Gothic hall, a Romanesque gymnasium—and nobody on the campus will think it unduly strange. Probably never before in U.S. education have so many strange bedfellows, culturally speaking, been put together as have been at UCLA. Some 5,000 students, a third of UCLA's total enrollment, are taking courses in music, industrial design, dancing, movies, dramatics, television, sculpture, painting and other allied arts. And 1,600 of these students are making the arts their major field of study.

This impulse towards the arts, which is felt at many other American state universities, reflects the whole nation's rising interest in the field. But at UCLA the interest is intensely practical. While some students attend lectures on Goya, others design new traffic signals, rehearse Shakespeare plays, learn to regulate movie sound tracks, practice Mozart operas, master textile designing and TV make-up, make ceramic figurines and geodesic kites. They are doing it not only for intellectual enrichment but, hopefully, for plain profit.

The faculty is mindful that UCLA could become a glorified trade school. They realize their responsibility to a mass of students who want to learn the ways and means of earning a better living but also want to lead a fuller life. While UCLA is fast becoming a cultural boom town—it aims to accommodate 25,000 students within 10 years—its professors know a university must also be a citadel of learning. It should serve both the immediate need of the student and his deeper need to be an informed, responsible and creative member of society. This is a tall order, which is at the heart of many controversies about education. How UCLA strives to fill this order is examined on these and the following pages.



ODD KITE (right), constructed by industrial design students from basic forms used in model workshop, demonstrated lightness of building materials. Despite its bulk (48 square feet), it weighed only three pounds, takes easily to the air.



CONTINUED



UNIVERSITY CAMPUS with Bel Air hills in background covers 400 acres in suburban Westwood, combines new and traditional architecture. More than half of students drive to school, so big campus problem is parking for 8,200 cars.

Studios packed at all hours

"Art itself cannot be taught—only the ways to art," says a painting teacher, expressing a common viewpoint at UCLA. To learn these ways, 739 students specialize in fine arts and, with 1,500 others who take occasional courses for their own satisfaction, keep the studios jammed for 14 hours a day. What they produce is a smattering of everything from academic figure drawings to fantastic abstractions. But throughout the school is a realistic and earnest air, created partly by an excellent faculty which believes in first teaching fundamentals and partly by the hard-working students themselves. Most of them have to help support themselves by taking part-time jobs—live at home and travel as much as 100 miles daily to go to school.

Students have a hand, under the guidance of UCLA's museum director, in putting up exhibits of such painters as John Marin and Morris Graves, which are sent to the country's major museums. At night the art building does double duty, accommodates part of the 3,000 adults who, like the group of musicians below, feel the urge to express themselves in the arts.



PLAYING FOR FUN, a Javanese music group, composed of students and faculty, meets one night a week to practice on native instruments. Other such groups, working without credit, meet regularly to study Japanese and Renaissance music.

UCLA ART CONTINUED



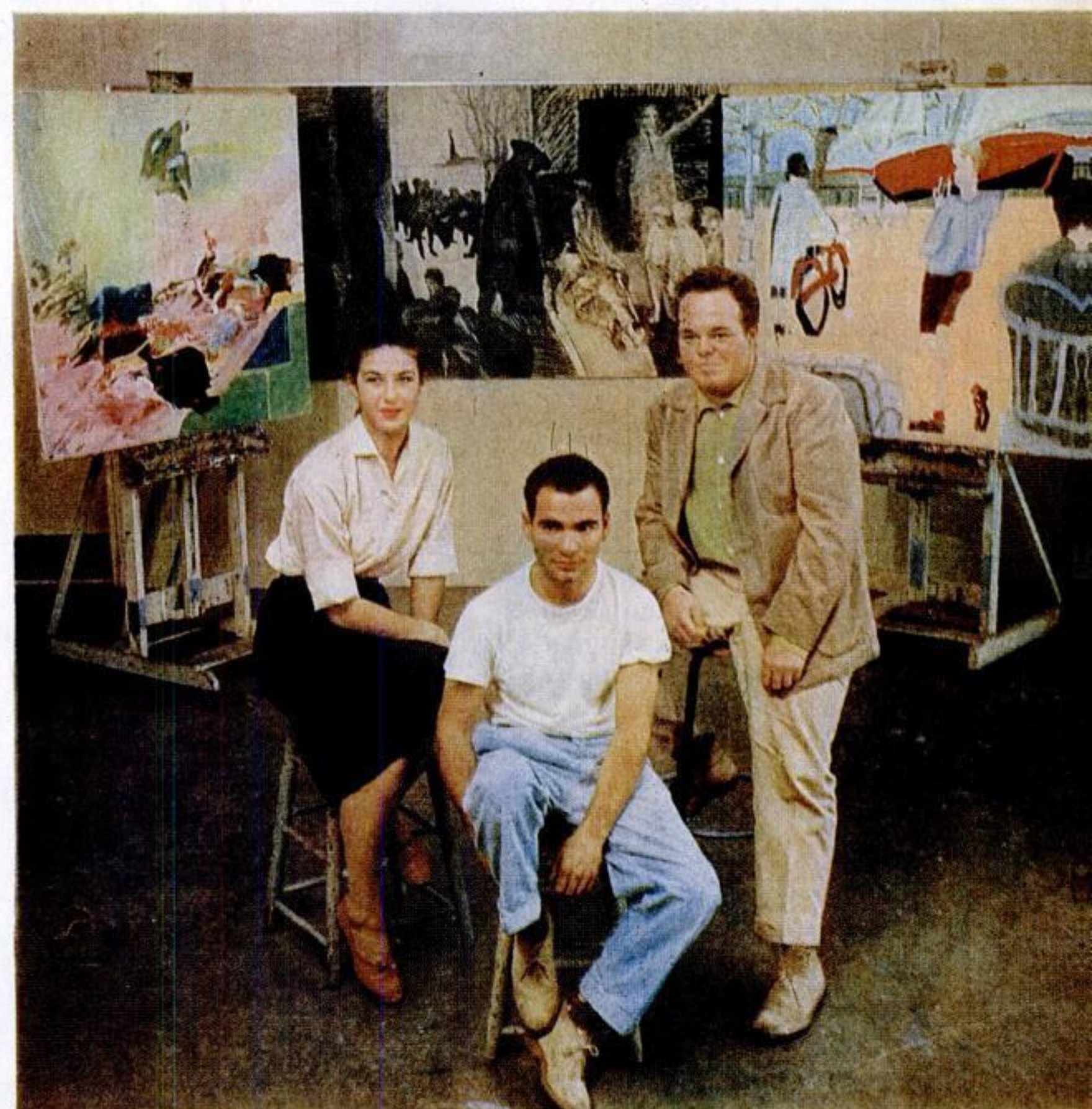
LIFE DRAWING CLASS, sketching from nude model, is attended by third year students, whose interests include art teaching, painting, advertising and costume design. Figure suspended from the ceiling is a store-window dummy, draped



and twisted in Baroque style and used also for classroom sketching. *Contrapposto*, the twisting of a human form in space, is a basic Baroque principle learned at UCLA where the art faculty cherishes "a strong feeling for the historical."



BEGINNERS IN SCULPTURE do representational work from a living model. Samples of abstract treatment of human body, left in the classroom by advanced students, are the wiry figure (*upper right*) and the reclining form on the floor.



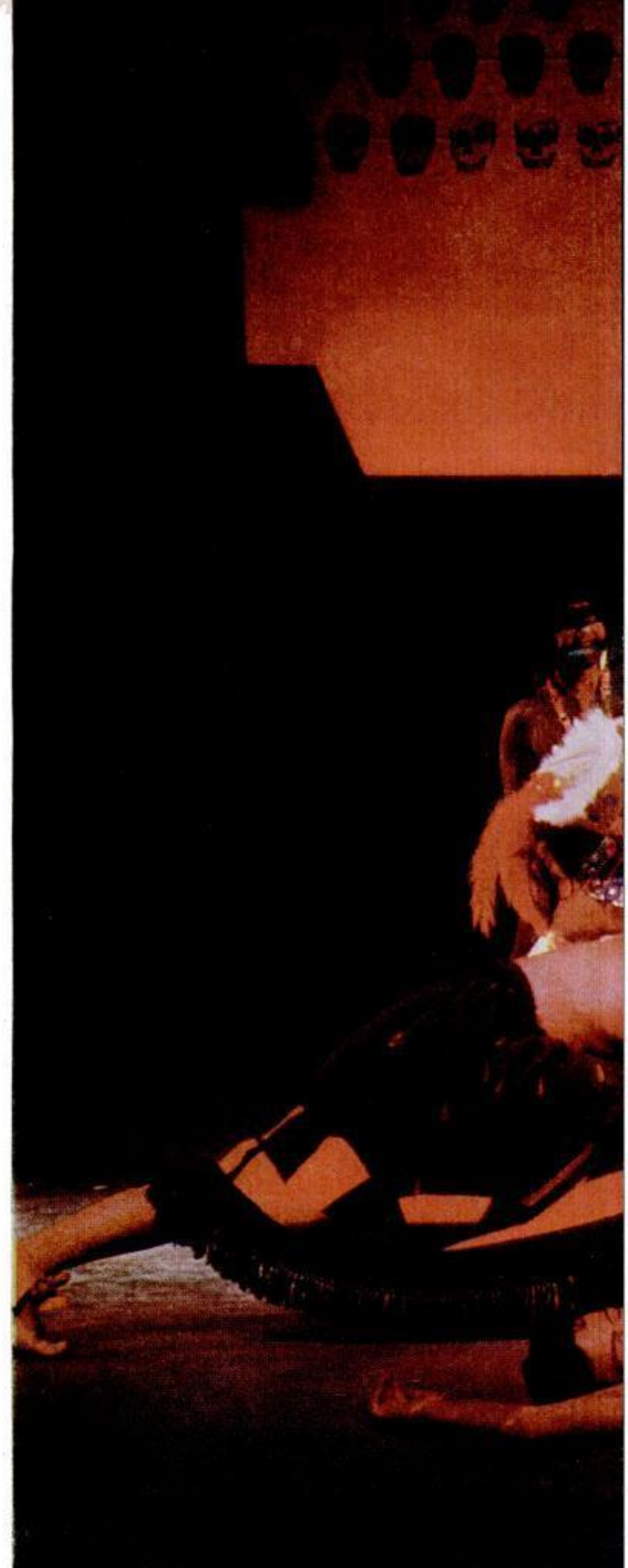
TOP STUDENTS in front of their own paintings are Carol Cornell, who works part time doing technical drawings of artificial limbs; Louis Lunetta, who had job selling baseball equipment, and William Ullman, a bartender and lifeguard.

CONTINUED



STUDENT SPECTACLE called *Montezuma* begins as red-handed devil priests and hostile warlords debate who shall be chosen as the new Aztec emperor.

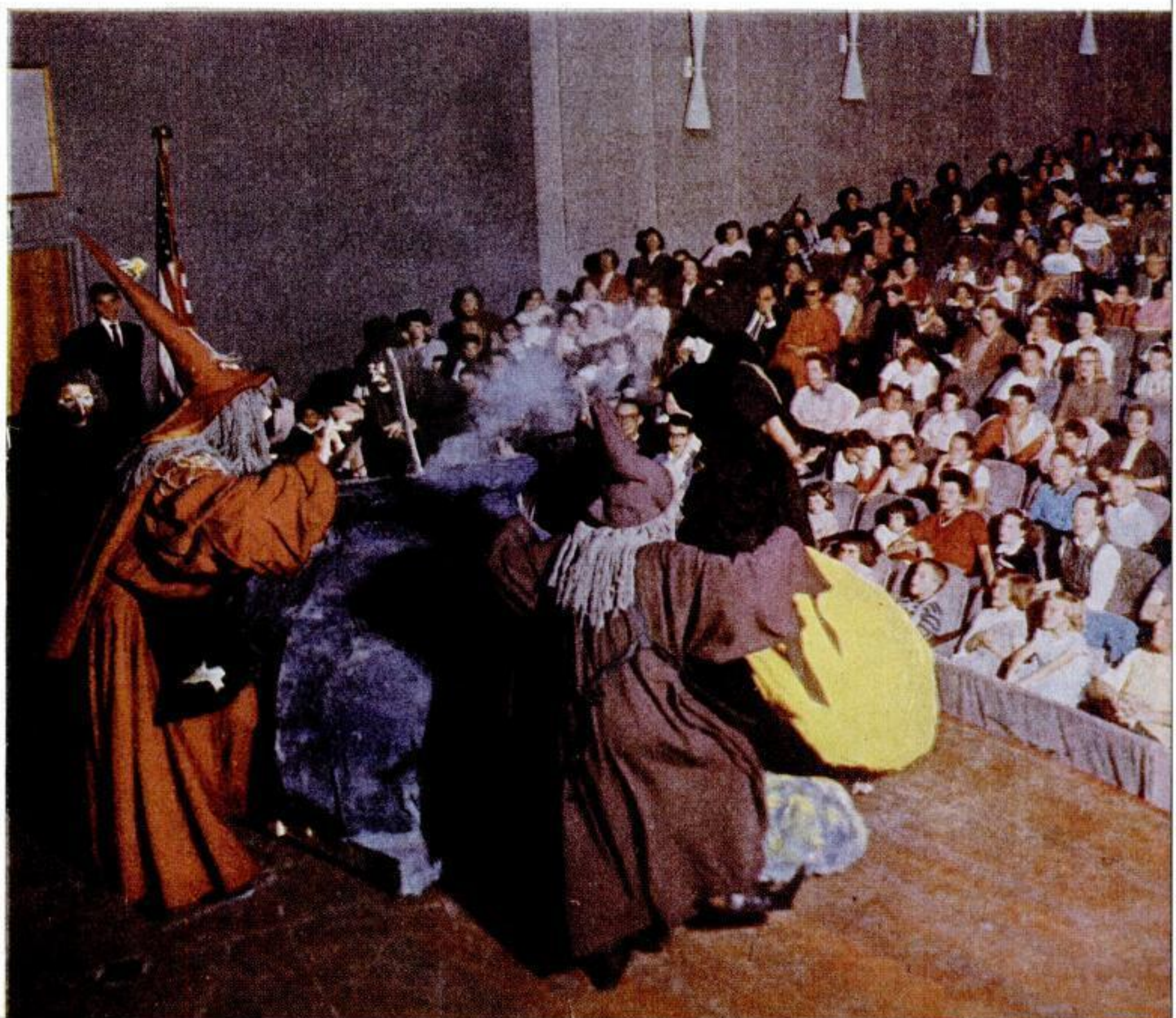
PAGAN RITES in play (right) are performed by emperor, Montezuma (center), who can rule only after he slashes 10,000 victims and bathes in blood.



A rich profusion of good theater

Perhaps the best of all UCLA art work is done by its Theater Arts Department, which until it became an independent unit a few years ago was called "an unwelcome stepchild of the English Department." Under its wing, along with movies, are the newer radio and TV divisions. Among these new arrivals there was, for a while, some disdain for old-fashioned theater. But students have come to realize they are all in the same family and need each other. This year 35 original one-act plays were put on, plus such major productions as *Montezuma* (above), which called on the talents of UCLA dancers, musicians, designers and lighting experts and was a concrete example of what the educators call "integration in the arts."

Theater Arts attracts some 600 students, including 355 undergraduate majors and 85 graduates. "Our first aim," said one professor, "is not to turn out professionals, but intelligent minds." Nevertheless, more than 50% of Theater alumni have found professional jobs.





PLAY FOR CHILDREN (left) is put on by theater students every month. In this one, *Anabelle Broom*, wicked witches heat up caldron to cook a kind witch.

CRITICAL SUMMING-UP takes place in playwriting course after original one-act plays. Author and actors sit on stage as spectators discuss their work.

CONTINUED

Practical training

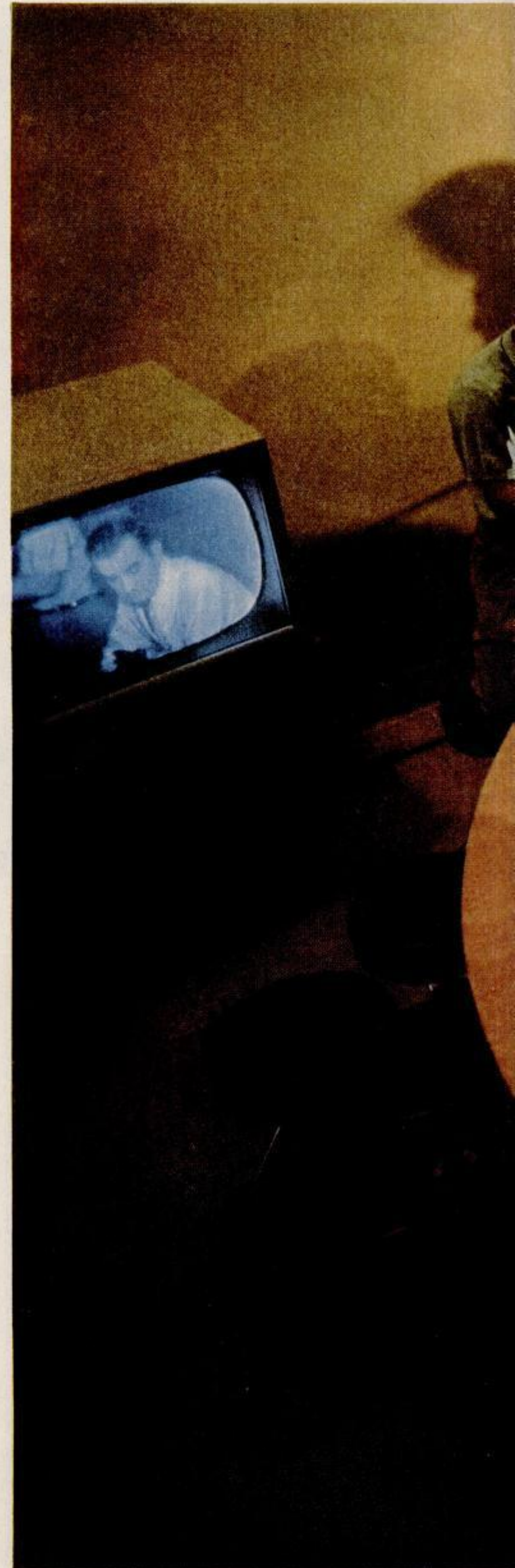
With Hollywood just over the hills, UCLA students have a built-in interest in learning about movies and television, and Hollywood, in turn, looks toward UCLA as a possible source of future talents.

In the movie courses every phase of film-making, from make-up to direction, is taught.



AT SCREEN TEST for a western film, written and directed by students, sophomore Dianne Darracq tries out for role on the campus sound stage. One

giant audition is held first for whole university at beginning of term to cast all projected plays, dance recitals, television dramas, movies, radio programs.



ELEMENTARY TV includes course (left) in which students block out and shoot two-man drama. Other students watch on monitor screens (foreground).

in many phases of movie-making, radio and television

Before graduating, the eight best majors create their own films, doing all of the writing, directing, camera work. The cost of such "thesis" films (up to \$1,000 each) is partly defrayed by grants from the movie industry (Disney, DeMille). Hollywood further evinces its interest by sending many of its best directors and

technicians to lecture. And every year six of the top movie graduate students are invited to work as apprentices under Director George Seaton at Paramount studios, much as bright law students clerk for judges. Eighteen student-made documentary films, usually on educational subjects, have been released nationally.

TV majors go through a similar workout, doing all writing and technical work on their own shows, which are often telecast to a nearby classroom where they are discussed by faculty and students. The incidence of graduates getting jobs in movies and TV is extraordinarily high: 80% within two years of graduation.



TELEVISIONING AN OPERATION at medical school, TV students photograph through dome of an operating theater where surgeons work on 16-year-old boy

with constricted aorta. Doctor seated at left gives account of operation over small microphone. Ten-minute show was piped to conference room where

medical students dropped in for a look. This is part of TV students' training in putting on nonstudio programs, such as athletic events or campus rallies.

CONTINUED



WHIRLING DANCE created and performed by a Japanese student, Stella Nakadate, is inspired by Archibald MacLeish's short poem: *Around, around the sun we go: The moon goes round the earth. We do not die of death: We die of vertigo.*

Dance to poems, paintings

The agile young ladies who decorate these pages are dancing in a UCLA student recital, given on the campus before two packed houses of 800 each. This annual event is presented by the university's thriving Dance department, whose courses in modern and folk dancing are crowded by some 700 students. Of these, only 13 are "dance majors" with professional aspirations to be teachers or performers. The others are mainly students of theater arts, opera workshop or physical education, who find the courses helpful in their own fields. Still others take dancing for pure enjoyment, or because it increases their "sensitivity and poise."

As taught at UCLA, dance often represents a marriage of arts. In order to create their own dances, students dig into literature, painting, history, folklore, music, as well as everyday life. A poem by Poe, a painting by Paul Klee, or the bridal customs of Macedonian peasants have all served to spark original compositions. Used as a springboard into other fields of knowledge, dancing at UCLA stretches the mind as well as the body.

UCLA ART CONTINUED



LEAPING TRIO reaches for the sky in an exuberant exercise designed by senior dance major, Sandi Conant (left). Intended to create a feeling of fun and joy, this was one of 12 numbers presented at the big annual student dance recital.



COMIC CAPER is inspired by notebooks of the famed Swiss artist, Paul Klee, against a background designed by students also in the spirit of Klee. Costumes, setting and dance movements all represent the students' response to the artist.

BIRDLIKE MOTIONS are created by Sylvelin Edgerton (left) and June Tsukida, rehearsing for recital dance, *Orders: of the Air*. Behind them are charts of dance notation, recording dance movements, which students learn to "read." →



Elegance by Schenley

... it's clearly finer!



SCHENLEY DISTILLERS CO., N.Y.C. BLENDED WHISKEY, 86 PROOF, 65% GRAIN NEUTRAL SPIRITS.

Elegance is the next step beyond perfection.

The whiskey of Elegance is Schenley Reserve.



Look for this
Emblem of Elegance

DIFFERING OPINIONS ON THE PROGRAM

With its varied program in the arts UCLA represents a briskly debated trend in American education. Yale University's President Whitney Griswold sees the hazards in UCLA's type of approach. Yale's aim in education, he says, is "to project higher learning . . . as widely and deeply as possible into all the arts and crafts in our society," and he does not favor college courses in TV directing.

"In many parts of the U.S.," he goes on, "there is a concept of the university as a service to the local community. This requires recognition of every trade in the community—even embalming and undertaking. You get a plethora of activity, but in the plethora you are apt to miss the major purpose of education. . . . The quickest way to a job is not the purpose of education. . . . What we're looking for is happiness and a full life. The more you are able to avail yourself of higher learning, the nearer you can get to that reservoir and refresh yourself from it, the better for you. . . . If courses in industrial design, for instance, are not supported by courses in painting, sculpture and architecture, there would eventually cease to be courses in true design of any sort. The spider can't feed on its own web. It's got to have a few flies and, if possible, a nice succulent wasp once in a while."

In a different camp Columbia University's Professor Emeritus Lyman Bryson, who is also CBS counselor on public affairs, believes that "we tend to make our liberal education too general, too detached . . . we teach people principles, but we don't carry them far enough so that an inexperienced person has any guidance in seeing how they apply."

Bryson readily admits that large universities should be strongholds for research and scholarship, but he also favors a marriage between higher learning and vocational training. Both are needed, he says, because "the chances of getting a job depend a great deal on technical qualifications."

Professor David Riesman, social science expert at the University of Chicago, believes that in the U.S. there is an East-West split in educational aims, says, "You wouldn't find an exciting arts program in the Ivy League colleges . . . although this is changing very fast. Indeed President Pusey—a Midwesterner—hopes to change this at Harvard."

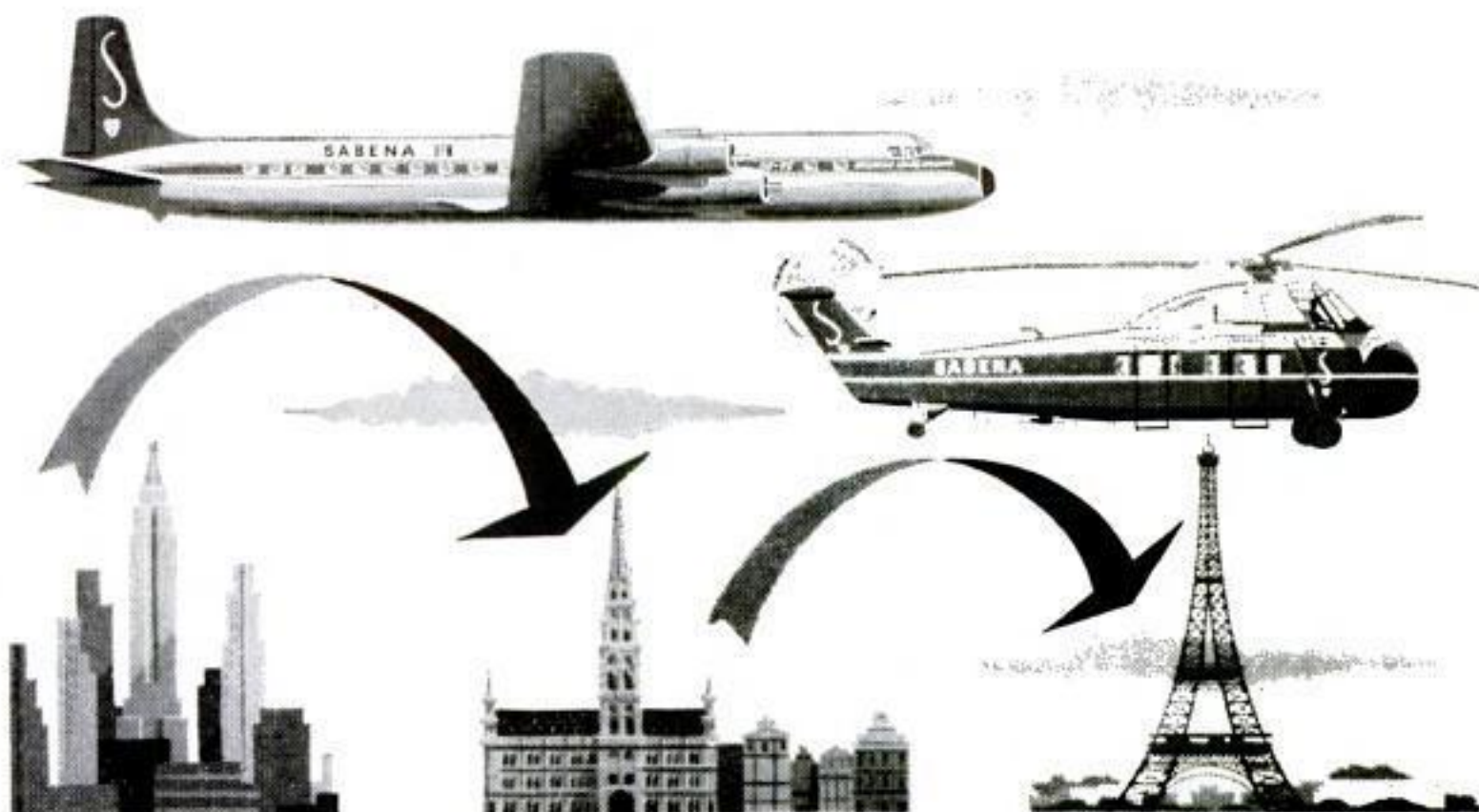
Meanwhile the arts faculty at UCLA is trying to make a compromise between the ideal of education, as expressed by Griswold, and the immediate needs of students. Its TV students are grounded in the history of world drama. Its thriving music department, which provides courses for 1,550 students, requires full musical history and theory courses of all its 355 majors, even of one who is specializing in timpani.



ARTS FACULTY at UCLA includes, in fine arts (from left, in foreground): Professor Frederick Wight, Chairman Gibson Danes, Assistant Professor John Maguire. In music (from left, background) are Chairman Robert U. Nelson, Choirmaster Robert Wagner, Associate Professor Lukas Foss, Professors Jan Popper and John Vincent. To right seated are Theater Arts Department Head Kenneth MacGowan, Dean of College of Applied Arts David F. Jacket, Associate Professor in Dance Alma Hawkins. Four men standing (upper right) are in theater: Professor Ralph Freud, William Perlberg and George Seaton, producer and director, who teach film courses, and Film Division Head Arthur Ripley.

don't miss

flying to Paris this new way!



Modern, luxurious Douglas DC-7C flies you non-stop from New York to Brussels!

Giant American-built Sikorsky S-58 helicopter flies you to the heart of Paris.

Only SABENA offers you heart-of-Paris helicopter service . . . and at no extra fare! It's an exciting, new travel experience you won't want to miss!

Fly non-stop from New York to Brussels in SABENA'S magnificent new DC-7C . . . finest, fastest airliner in the world. At Brussels, board your S-58 helicopter bound for Paris, sightsee on the way, land in the heart of the city.

Advance bookings are heavy. To be sure you fly to Paris this new way, make reservations now. See your Travel Agent . . . he's an expert.

SABENA *BELGIAN World AIRLINES*
"Sets the pace in modern air travel"

SERVING 96 KEY CITIES IN EUROPE, AFRICA AND THE MIDDLE EAST

New Tour book "HOLIDAY ABROAD"—1957. For everyone! Get this book before you plan your vacation—only \$1.

Most complete book of its kind, magazine size, 144 pages, illustrated with color throughout. Great variety of all-time favorite tours, each with special map, day-by-day itinerary, detailed cost. Tours for every taste and budget . . . as low as \$646 for a 17-day tour to 5 countries. Plan every detail of your trip with this book. Use order form below . . . also write for free folder on two exclusive SABENA services.

SABENA Belgian World Airlines— P. O. Box 72, New York 46, N. Y.

Please send _____ copies of complete guide, "HOLIDAY ABROAD"—1957.
 _____ copies at \$1 each. I enclose ☐ check ☐ money order for \$____.

☐ Send free color folder on Heart-of-Paris helicopter service and the Lady SABENA Club.

Name _____ (PLEASE PRINT)

Address _____ (PLEASE PRINT)

City _____ Zone _____ State _____

My Travel Agent is: _____

Address _____

ANIMALS



"TEDDY" LIKES TO HUG ANYTHING THAT MOVES AND IS PARTICULARLY FOND OF LATCHING ON TO 2-YEAR-OLD PAUL MILLAR WHENEVER HE CRAWLS BY

Bear-hugging Bear Named Teddy



LOST CUB LIVES IT UP AT HOME AND SCHOOL

Teddy bears are usually fuzzy little animals much adored by children. Since the cub above fits these particulars, he is naturally known as "Teddy." Found motherless in a redwood tree six weeks ago, he was adopted by the Gordon Millars of Arcata, Calif. Since then he has spent his days going to school with Mrs. Millar, who teaches second grade, and has stimulated lessons in everything from painting to spelling (*p. 107*). In the evenings he romps with the Millars' three children, but since, unlike most Teddy bears, Teddy is not housebroken, he spends his nights in the garage.

ON TOUR with Mrs. Millar (holding leash), Teddy is shown off to pupils at Warren Creek's school.

CONTINUED

Try Florida's New Taste Sensation!



Fresh-Frozen Grapefruit Juice!

DELICIOUS TREE-FRESH FLAVOR NOW CAPTURED IN FROZEN FORM!

• Your family has never tasted anything so delicious before! Finally, a new way has been perfected to gently *freeze in* all the wonderfully delicate flavor and vitamin C of sun-ripe, tree-fresh grapefruit.

Here at last is the extra-luscious, extra-flavorful juice of peak-season grapefruit . . . frozen at its most delicious best . . .

yours to enjoy, month after month, *any* time of the year. Try Florida's exciting new taste sensation *today!*

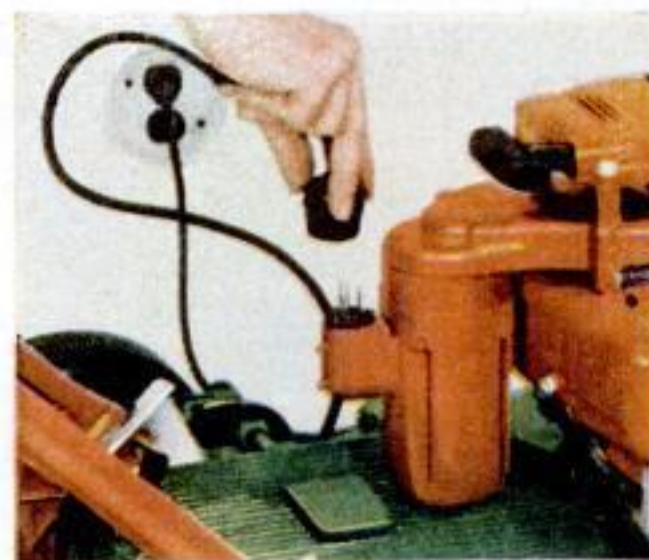
Many brands are now being packed in Florida. If your favorite food store isn't yet carrying fresh-frozen grapefruit juice, we will appreciate your writing to Florida Citrus Commission, Lakeland, Florida.

Low in calories—High in Vitamin C—and so Economical, too!



CONCENTRATED!
This little can makes 4 big glasses!

Florida Citrus Commission, Lakeland, Florida



Now...a lightweight electric starter. No batteries...works on 110 V house outlet. And the LAWN-BOY recoil starter is *always* ready...anyplace.



NEW "ACTIVATED" PILOT WHEEL KEEPS LAWN-BOY LEVEL

Feature Packed!

The New LAWN-BOY mowers give smooth-cut, smart-looking lawns . . . easily!

Every feature, every detail is packed into LAWN-BOY. The result . . . the lawn mower that's years ahead and gives any lawn a smoother, better-looking cut. The secret is in the design and you see the results on your lawn. You'll like the instant starting of the powerful LAWN-BOY engine, the simplicity of running a LAWN-BOY and the wonderfully-light, easy way it does its job. There are eight models to choose from. Prices from \$69.95. See your dealer for a free demonstration.

LAWN-BOY

LAWN-BOY, Lamar, Missouri • Division of Outboard Marine Corp., makers of **Johnson** and **Evinrude** Outboard Motors
In Canada: LAWN-BOY, Peterborough, Ontario

For the name of your LAWN-BOY dealer look in the Yellow Pages under "Lawn Mowers", or call Western Union by number, and ask for Operator 25.





DRINKING LUNCH at school, Teddy interrupts lesson in Mrs. Millar's second-grade class. A student made Teddy poster (background) as art project.



MODELING for an art class proves boring for Teddy, who falls asleep on table. In this position most students found him almost impossible to draw.



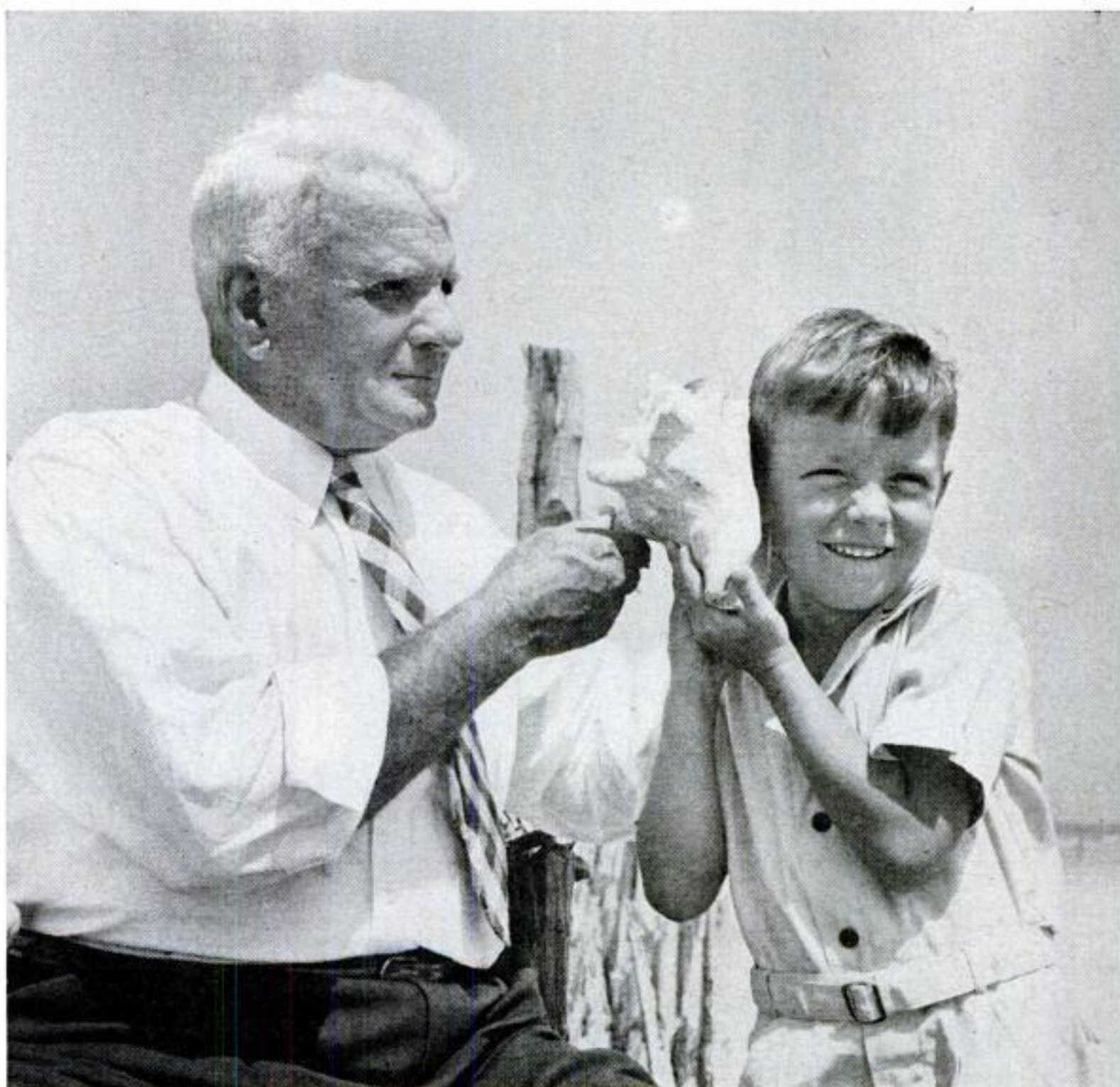
LOOKING FOR MISCHIEF, Teddy stops at Cheryl Holston's desk. Mrs. Millar admits that his playfulness does not always contribute to school work.

CONTINUED

BAYER ASPIRIN makes you FEEL BETTER FAST!



And it's one thing most everyone can take
any time—WITHOUT STOMACH UPSET!



MINOR PAINS OF ARTHRITIS? FEEL BETTER FAST—Don't let minor pains of arthritis or rheumatism keep you from having fun with the youngsters. Just take Bayer Aspirin, and you'll get temporary relief that's amazingly fast! And this highest-quality aspirin also comes in a wonderful flavored form for children. It's Flavored Children's Size Bayer Aspirin—the best-tasting aspirin that money can buy!

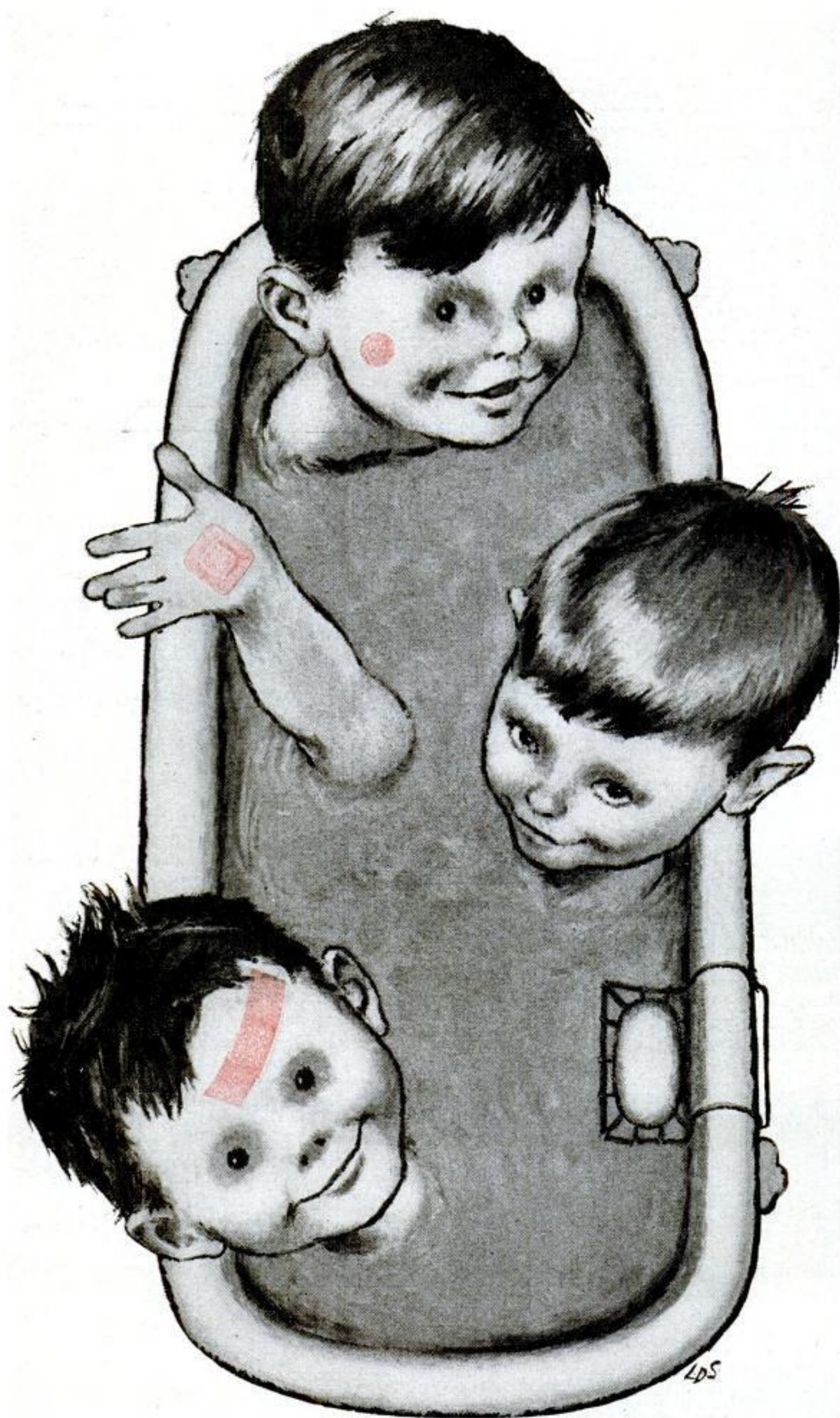


HOUSEWORK FATIGUE? FEEL BETTER FAST—Everyday household chores can often give you a tired, headachy feeling. What to do about it? Just take Bayer Aspirin to relieve your headache... sit down for a few minutes... put your feet up... and *relax*! You'll feel fine in practically no time at all—able to enjoy an evening of fun with your family!



Don't Pay Twice the Price of Bayer Aspirin for ASPIRIN "IN DISGUISE"! What is aspirin "in disguise"?...a pain relieving product that attempts to belittle straight aspirin, yet combines aspirin with such non-pain-relieving ingredients as magnesium carbonate or aluminum compounds—and it costs you twice the price of Bayer Aspirin! So buy Bayer Aspirin. It's all pain reliever—100%!

3 new plastic bandages...
all with **SUPER-STICK**

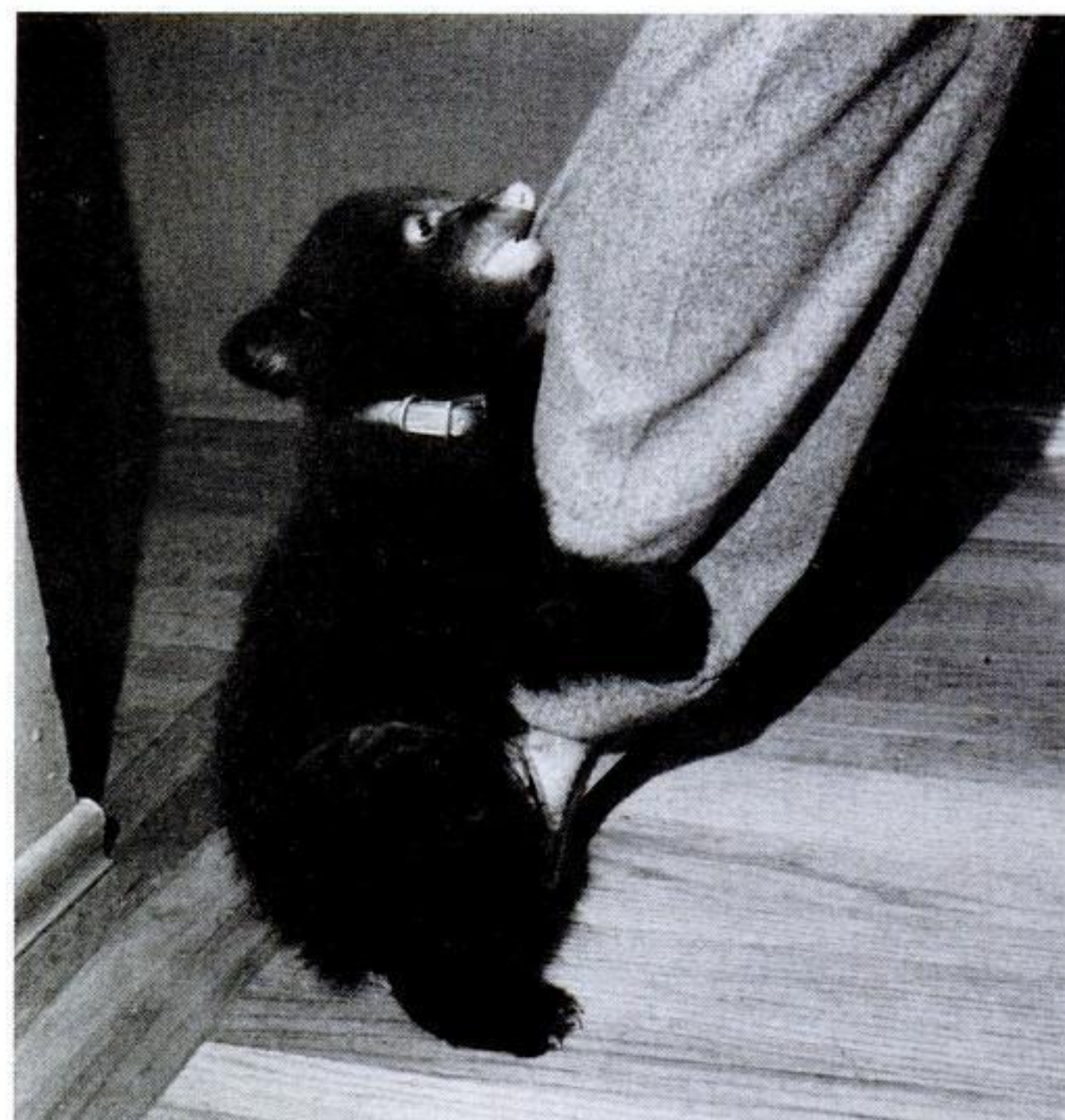


- A shape for every need
 - Won't loosen in water
- FASTER HEALING—**
tiny vents let
filtered air reach wound

Johnson & Johnson



TEDDY CONTINUED



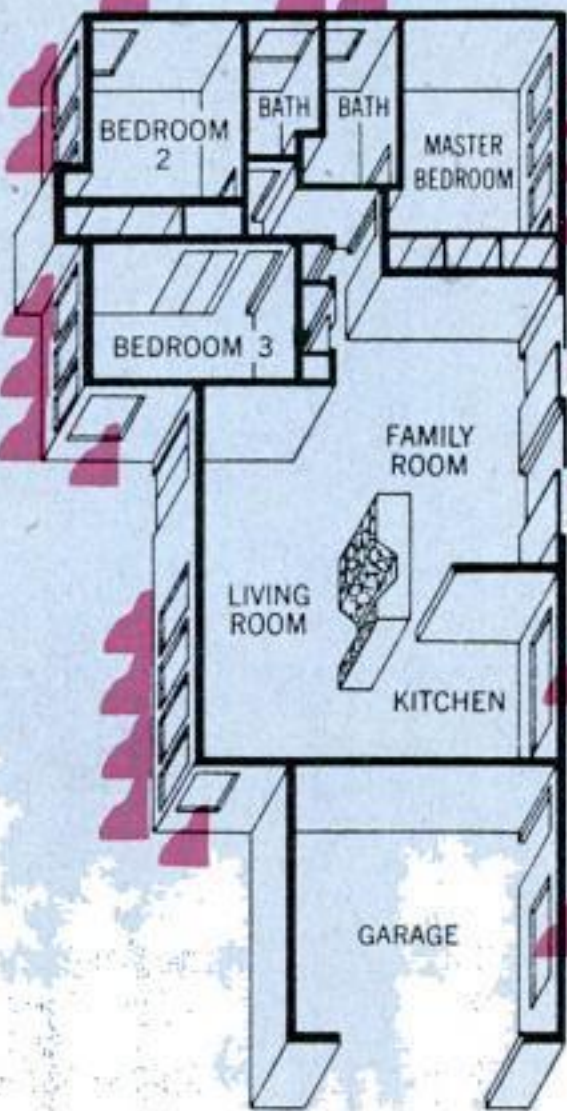
SEIZING A LEG, Teddy launches playful attack on Mr. Millar's trousers. When he nipped Mrs. Millar recently, family decided to look for a good zoo.




SNUG ON A RUG, Teddy curls up with dinner while Mrs. Millar reads a story. Teddy drinks three bottles of milk a day, gets honey as special treat.

Looking at houses?

LOOK FOR THIS SIGN OF
A BETTER BUY... *Thermopane!*



Every window (identified by this symbol ) in this model house is insulated with Thermopane. Builder: Greta Lederer, Inc., Glencoe, Illinois.

A HOUSE WITH NO HOLES IN THE INSULATION

If you want a house that's *completely* insulated, instead of halfway insulated, look for a house with *Thermopane*® insulating glass in every window. (Just for fun, count the windows to see how much wall area would be left *uninsulated without Thermopane*.)

By *completing* your insulation with *Thermopane*, the builder saves you just that much more money in heating (and air-conditioning) bills. You stay just that much more comfortable. And your home is just that much more valuable! Big bonus: you never have to buy, put up or take down storm sash again . . . ever.

Wish you'd write for our free book, *Self-insulating Windows of Thermopane*. Dept. 2557, Libbey-Owens-Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio. Or call your L·O·F Distributor or Dealer listed under "Glass" in the yellow pages.



Thermopane
INSULATING GLASS

LIBBEY • OWENS • FORD GLASS COMPANY
TOLEDO 3, OHIO

Happy new lemon pie idea from.



Sunkist Fresh Lemons

Look for the Sunkist quality stamp

Sunkist and Pillsbury—

Happy "Pie-face" Pie

...and two other happy pies you make with Pillsbury Pie Crust Mix and Sunkist Fresh Lemons

This is a pie so gay and sunny and gloriously good it'll have all your favorite "pie-faces" smiling ear to ear.

Luscious, lemony chiffon filling—rich and velvety smooth. Golden, tender crust—so flaky no fork can resist it.

The flaky crust, of course, from Pillsbury Pie Crust Mix—the famous "Chill-Blended" mix that makes even beginners pie crust experts.

And for that unmistakable, unequalled fresh fruit aroma and flavor—nothing less (nothing else) than Sunkist fresh lemons.

One of the happiest pie ideas you or anyone else ever had . . . from Sunkist and Pillsbury.

HAPPY "PIE-FACE" PIE (Lemon Velvet Chiffon Pie)

BAKE at 450° for 8 to 10 minutes.

MAKES 9-inch pie.

Prepare..... pastry for two-crust pie as directed on Pillsbury Pie Crust Mix package. Use $\frac{3}{4}$ of dough for pie shell, building up a high fluted edge. Prick generously with fork. (Roll out and shape remaining dough into "mouth" and "eyes" for "Pie-face" topping. Place on ungreased baking sheet.)

Bake..... pie shell and topping in hot oven (450°) until light golden brown, 8 to 10 minutes. Cool.

LEMON CHIFFON FILLING

Beat..... 4 egg yolks slightly in top of double boiler.

Add..... 2 teaspoons grated lemon peel
 $\frac{1}{2}$ cup Sunkist fresh lemon juice and
 $\frac{1}{2}$ cup water.

Combine... 1 tablespoon (1 envelope) unflavored gelatin and
 $\frac{1}{2}$ cup sugar; blend into egg mixture.

Cook..... over boiling water, stirring constantly, until slightly thickened (about 5 minutes). Chill until of honey consistency.

Meanwhile beat..... 4 egg whites and
teaspoon salt in large mixing bowl until soft mounds form.

Gradually add..... $\frac{1}{2}$ cup sugar and
5 to 10 drops yellow food coloring; continue beating until stiff peaks form. Fold in the cooled lemon mixture.

Beat..... $\frac{1}{2}$ cup whipping cream until thick. Fold into lemon mixture.

Spoon lightly into cooled baked pie shell. Garnish with baked "Pie-face" topping and a border of whipped cream. Chill. Use chocolate chips for eyes.

the other two
happy pies...



LEMON MERINGUE PIE

BAKE pie shell at 450° for 8 to 10 minutes, then bake pie at 350° for 12 to 15 minutes. MAKES 9-inch pie.

PREPARE "baked pie shell" as directed on Pillsbury Pie Crust Mix package.

COMBINE $1\frac{1}{2}$ cups sugar, $\frac{1}{4}$ teaspoon salt and 7 tablespoons cornstarch in saucepan. Add $1\frac{1}{2}$ cups hot water gradually, blending well. Cook over medium heat, stirring constantly, until thick and clear, 6 to 8 minutes. Remove from heat.

BLEND a little of the hot mixture into 3 beaten egg yolks; add to hot mixture. Cook over low heat, stirring constantly, for 6 minutes. Remove from heat. Stir in 1 teaspoon grated lemon peel, $\frac{1}{2}$ cup Sunkist fresh lemon juice, 2 tbsp. butter.

COOL FILLING. Pour into baked pie shell. Spread with meringue. Bake in moderate oven (350°) 12 to 15 minutes until meringue is lightly browned. Cool.

MERINGUE: Beat 3 egg whites and 1 tsp. lemon juice until soft mounds form. Add 6 tbsp. sugar gradually, beating well after each addition. Beat until stiff peaks form.



TWO-CRUST SLICE O'LEMON PIE

BAKE at 400° for 30 to 35 minutes. MAKES 8-inch pie. **PREPARE** pastry for two-crust 8-inch pie according to directions on the Pillsbury Pie Crust Mix package. Fit bottom crust into pan.

COMBINE $1\frac{1}{4}$ cups sugar, 2 tablespoons flour and $\frac{1}{4}$ teaspoon salt in mixing bowl. Add $\frac{1}{4}$ cup soft butter or margarine; mix thoroughly.

BEAT 3 eggs thoroughly (reserve 1 teaspoon egg white for crust). Blend into sugar mixture until smooth.

GRATE 1 teaspoon lemon peel from 1 medium-sized Sunkist fresh lemon. Peel the lemon, removing all white skin. Cut peeled lemon into paper-thin slices (use very sharp knife). Add $\frac{1}{2}$ cup water, grated lemon peel and lemon slices to sugar mixture. Blend well.

TURN into pastry-lined piepan. Cover with top crust. Cut slits to allow steam to escape. Brush with reserved egg white; sprinkle with sugar and cinnamon. Bake in moderately hot oven (400°) 30 to 35 minutes.



Pillsbury Pie Crust Mix

Also in new stick form—Pillsbury Pie Crust Sticks

Benefits all cars...

a "must" for new cars...



Checks power-robbing deposits in new cars...

The first miles you drive your new car are the *critical* miles for your engine. Rapid build-up of deposits during this break-in period can rob your engine of its power and economy. Mobiloil Special—the amazing *all-season* motor oil—checks these power-robbing deposits... preserves new-car performance. It also—

- Helps eliminate deposits in older engines.
- Helps control engine knock, pre-ignition, spark plug fouling—makes gasoline do more work.
- Cuts corrosive wear practically to zero—keeps frictional wear at an absolute minimum.
- Helps deliver top power and gas mileage—minimum repairs—when you change oil regularly.

Mobiloil
SPECIAL

Sold at Mobil Stations, Car Dealers, Garages



Specially made to preserve new-car performance

LEADER IN LUBRICATION FOR 91 YEARS

SOCONY MOBIL OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



GROUP EXERCISES ARE DEMONSTRATED BY MODEL WIVES TO THREE NEW MEMBERS STANDING IN REAR. THIS ONE IS INTENDED TO TRIM DOWN THEIR HIPs

A Successful Way to Improve Wives

MINNEAPOLIS WOMEN FORM A MODEL CLUB

The Model Wives Club of Minneapolis is interested not in improving its members' conduct but in improving their looks. The club was founded last year by some young matrons who agreed, as one of them said, that the "tendency for housewives, especially after they have children, is to become too housewifeish."

Banding together under the direction of 31-year-old Mrs. Jo Malmsten, who had taken a modeling course before marriage, members at their weekly meetings practiced the correct principles of exercise, posture and make-up. With some additional individual homework, the results were almost immediate. Some of the model wives lost up to two inches around the hips. They began to walk more gracefully, and grew expert with unfamiliar cosmetics like eye-shadow and eyebrow pencil. Their husbands unanimously approved. And recently the self-improvement started paying off financially as the wives found themselves in demand for a variety of local modeling jobs (p. 116).



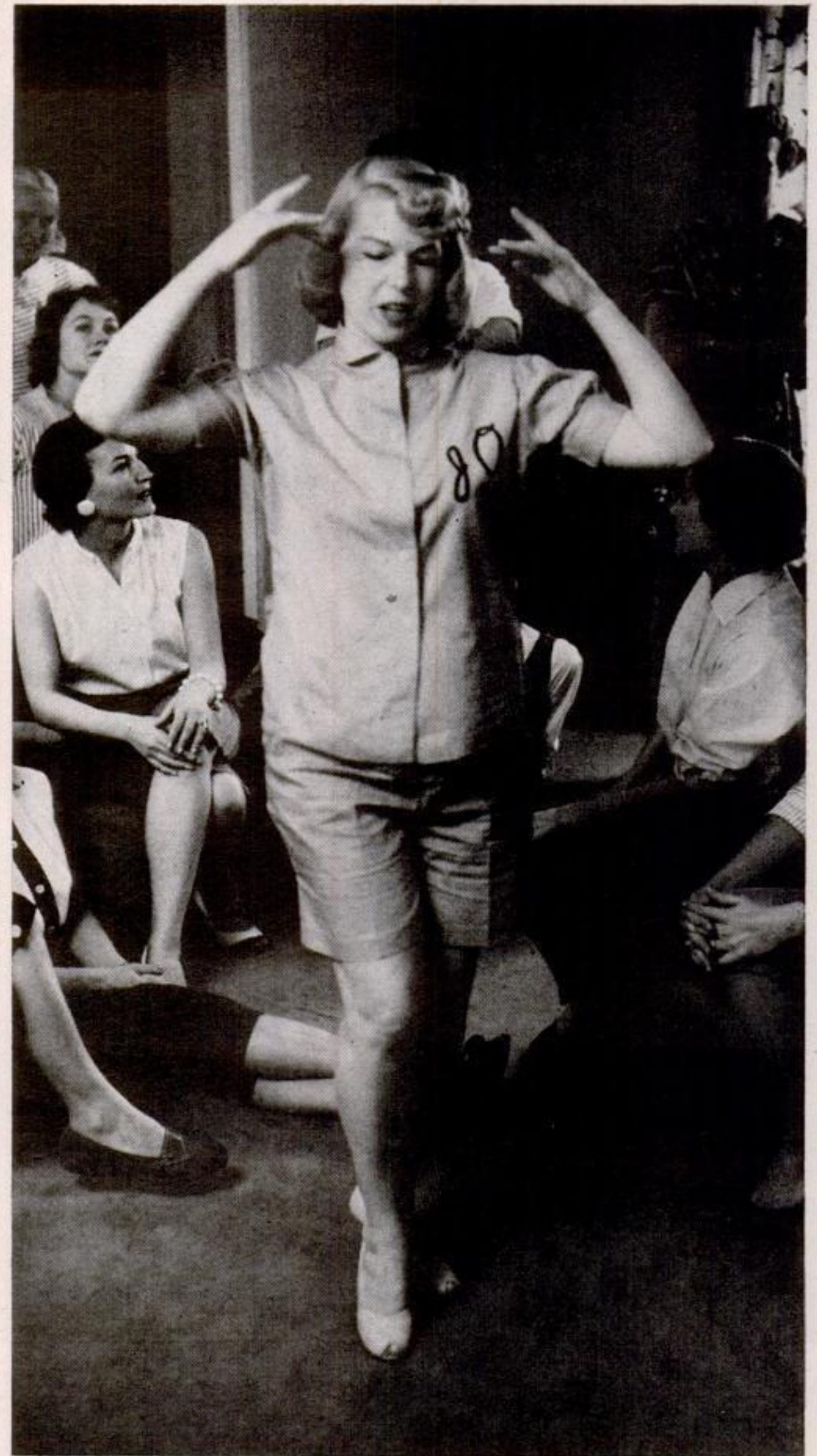
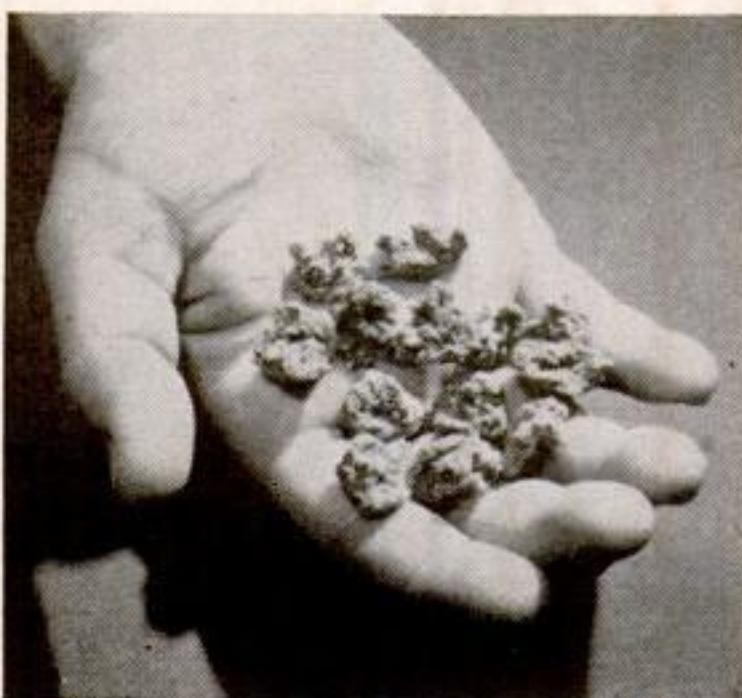
MODEL WIVES, 12 of them, are grouped with their 24 children on member's lawn after weekly

meeting. Ages range from 25 to 38. A thirteenth mother, four children are absent because of measles.



New dog food discovery makes dogs eager eaters. It's a full course dog dinner complete with real meat meal. Just moisten and serve.

New Purina Dog Chow



CLUB LEADER and original instructor, Jo Malmsten, demonstrates posture point. She expects a baby in August and is now modeling maternity clothes.



GROUP CRITICISM takes place at eye make-up session where Ruth Daladi (in chair) and Charleen Haley practice while others watch, make comments.

Guilty

Today, there's no excuse for not taking lots of pictures of the kids.

How many times have you said to yourself, "Gee—we've got to take more pictures of the kids." But you never seem to get around to it.

Your children are only little once. If you want to fill that album up, get yourself a Polaroid Land Camera. The idea of seeing your results on the spot makes the difference. You see Susie doing something cute . . . and zip zip—60 seconds later there's your finished print right in your hand!

With any ordinary camera, taking pictures can be a real project. You have to take extra shots to cover yourself.

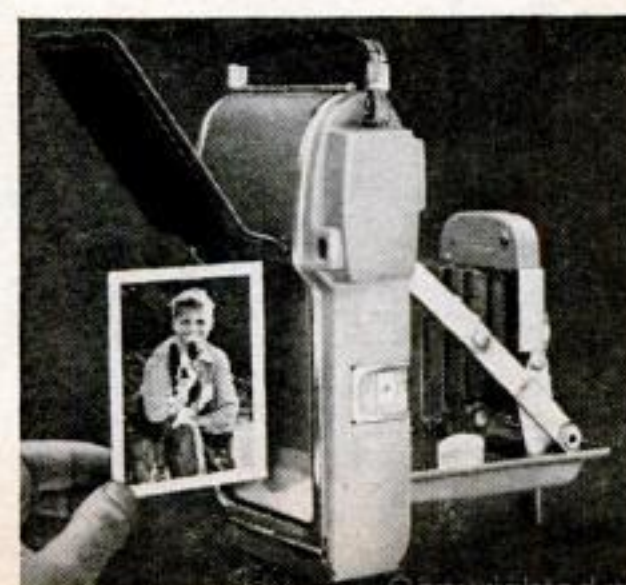
You have to shoot up the whole roll before you can see your results. Then trot down to the store. Then wait and wonder how they'll turn out.

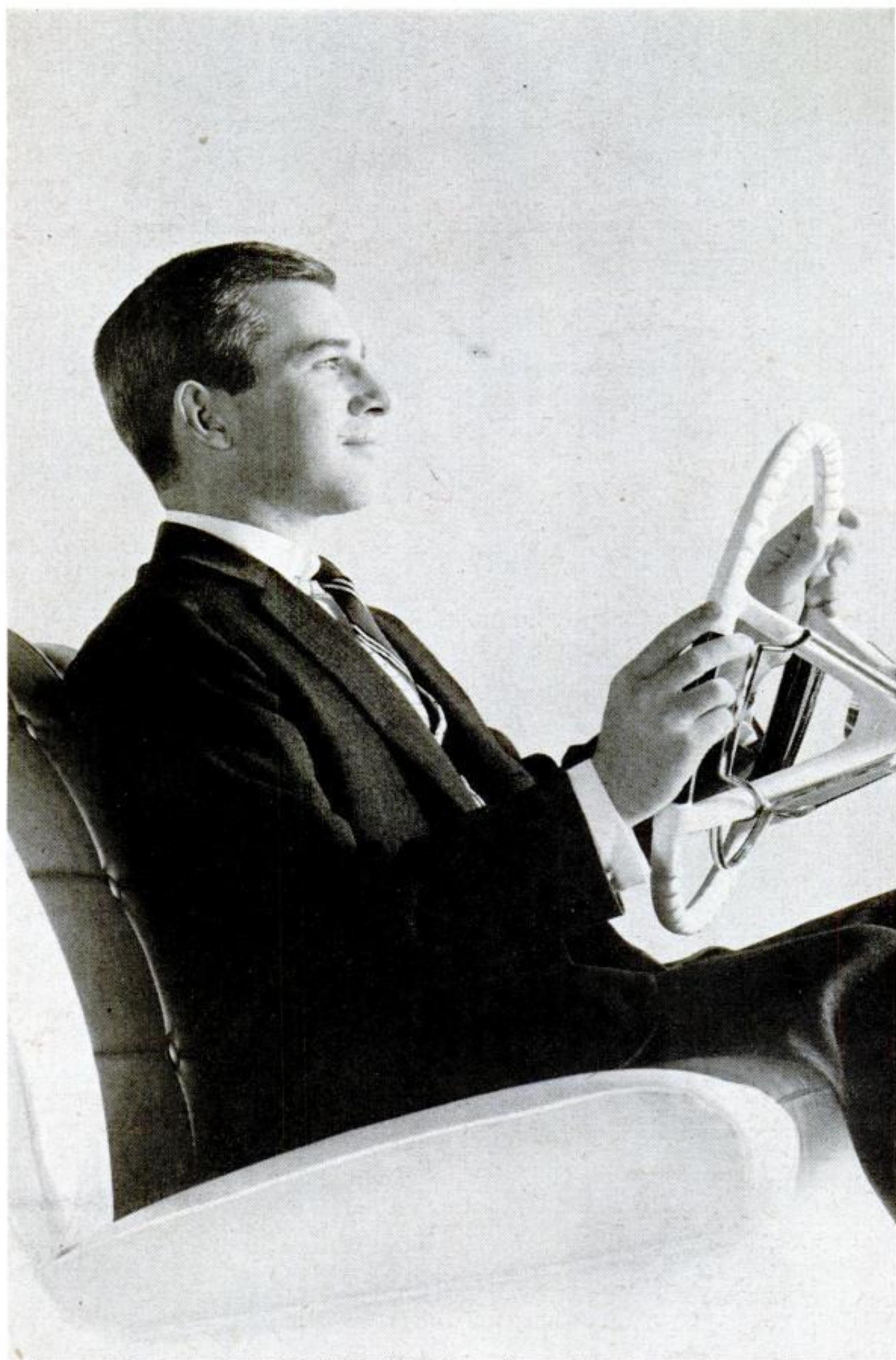
With a Polaroid Land Camera all that business is out. For both you and the youngsters, there's no limit to the fun of taking pictures one minute, seeing them the next.

And with the terrific new film they've got for this camera—what pictures! You'll not only be taking *more* pictures of the kids, but *better* pictures than you ever thought you could.

How much for one of these cameras? \$72.75 or \$1.50 a week.

SNAP IT... SEE IT... WITH THE POLAROID® LAND CAMERA





particular drivers, particularly, need AjustOmatic Shock Absorbers

More and more owners of late-model, high-performance automobiles are demanding what only Gabriel AjustOmatic shock absorbers offer: • Freedom to choose the exact ride you want—soft, normal or firm—to suit your driving habits • A new experience in superior stability, control and roadability.

Gabriel AjustOmatics are standard (export) or optional (domestic) on *nine* different makes of U. S. cars in 1957. Thousands of late-model sports cars, station wagons and other automobiles in use today attest their value. If you are dissatisfied with the conventional controls supplied on your present car, switch over. Get the ride you want... get Gabriel AjustOmatics.



THE GABRIEL COMPANY, CLEVELAND 15

IMPROVING WIVES CONTINUED



MODELING A HAT, Delores Preston wanders around Southdale shopping center displaying a local store's wares. Wives get \$10 an hour for modeling.



SHOWING AN OUTFIT, Marcia Hinitz parades before 500 shoppers at biweekly luncheon show in Dayton's, a large Minneapolis department store.



DOING A COMMERCIAL FOR TV, Joan Edlund poses in friend's backyard for a local cleaner advertising advantages of his blanket-cleaning service.

**NOBODY
STAYS
HOME
ANymORE***



why in the world should anybody stay home when everybody in the world can go out dressed like this in Jantzen sunclothes designed by the world's greatest sun-and-fun specialists to make the whole summer a picnic. What's more, they're tailored meticulously according to the British code... of the finest summer fabrics... in this case of finest imported crease-resistant Holland check gingham by Dutch Mills... in delft blue, tulip red or windmill brown checked with white. Girl's swim suit 14.95, cap 1.98... man's cabana set 10.95, cap 2.95... little girl's walkers 3.98, shirt 2.98... boy's trunks 4.98, terry coat 6.98... at most stores. (prices in U.S.A.)

*** THANKS TO**
Jantzen[®]
SUNCLOTHES

1907 Rolls Royce Courtesy of the Fabulous James Melton Autorama, Palm Beach, Florida

Jantzen Inc • Portland 8 • Oregon

Want a Vacation with Play?



(Take off in the dream car to drive!)

SOMEWHERE there are roads waiting for you to explore them. Somewhere there are distant spots that will almost seem next door.

And the fact is, you've never had so much fun as you'll have driving this '57 Buick!

You've got new power that could *float* you over mountains—from an all-new V8 engine that's 364-cubic-inches mighty, with the "power-pack" built right in, at no extra cost.

You've got new performance to give you sensational control and excitement to boot—from a smooth and *instant* new Dynaflow.*

You've got new steering and handling and leveled stopping from an ingenious new kind of suspension.

You've got a smooth and buoyant new "nested" ride that lets you leave hundreds of miles behind you, and still feel great at journey's end.

You've got America's dream car to drive—all the way from those powerful new brakes that control this beauty's dazzling performance, to that new windshield that lets the scenery pour in, to the headroom and legroom and footroom that lets *everybody* stretch out and really enjoy the journey.

You've even got an exclusive new safety feature that lets you enjoy yourself to the limit without worrying about miles-per-hour. Just dial the number you wish to stay under—35, 40, 50—and the Safety-Buzzer* buzzes when you get there!

What more can we say but "Go try the dream car *to drive*." Try it and be spoiled for anything less. See your Buick dealer today.

BUICK Division of GENERAL MOTORS

*New Advanced Variable Pitch Dynaflow is the only Dynaflow Buick builds today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Special. Safety-Buzzer standard on Roadmaster, optional other Series.

S - M - O - O - T - H
and **INSTANT**
Only car in the world with
Variable Pitch Dynaflow!

Big Thrill's Buick
SPECIAL • CENTURY • SUPER • ROADMASTER — and ROADMASTER 75



When better automobiles are built Buick will build them

Copyrighted material

Doctor Answers Distant Call

JAPANESE SERVES U.S. ISLANDERS

The isolated American fisherfolk of Tangier Island, Va. waited three years before anybody answered their desperate plea for a doctor. When they finally got one, he had to come 8,000 miles—all the way from Japan. But last month Dr. Mikio Kato, 33, of Kobe was in Tangier experiencing the routine crises that any new physician can expect. He was on his way (right) to pay his first call on county medical authorities when a hasty message brought him hurrying back (below) to his first emergency case.

The island community, led by a pastor who had nearly died of a heart attack there, had built a \$26,000 medical center. But no doctor could be found until Dr. Kato responded through a Chicago placement service. Then serving in Connecticut, he returned to Kobe Medical College, but before he could get back to the U.S., special aid was needed to bypass immigration difficulties and let him carry out his heartwarming commitment.

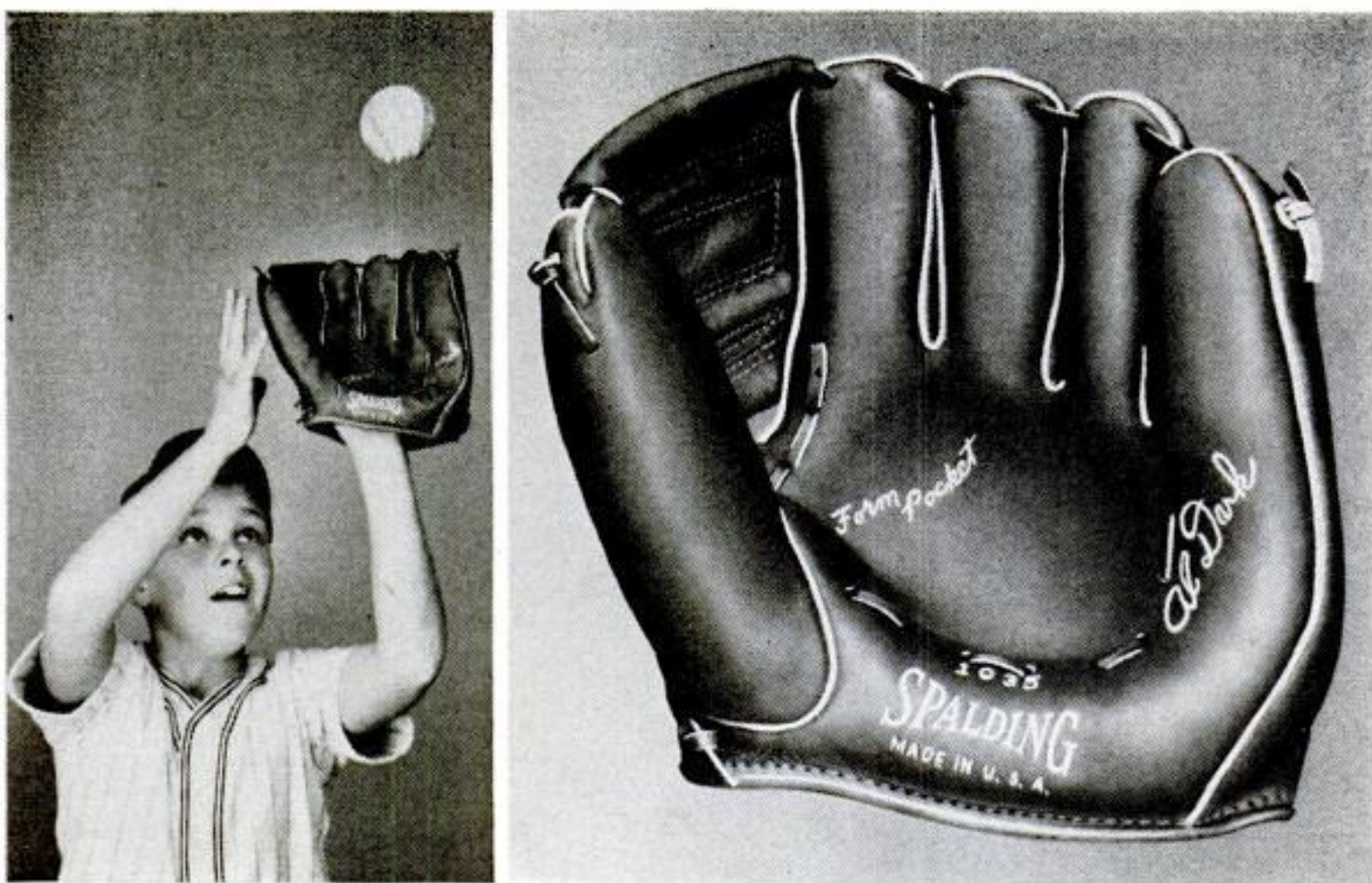


MAINLAND-BOUND, Dr. Kato was on boat, curiously looking over side after minor accident, just before message recalled him to attend appendicitis scare.

BACK ON ISLAND, WORRIED WOMENFOLK CONVOY DOCTOR TO HIS PATIENT WHO, IT TURNED OUT, WAS SUFFERING CHRONIC HERNIA AND WAS NOT IN DANGER



CONTINUED



He'll hold the hot ones with a Spalding Al Dark Glove!

Here's the glove Al Dark, famous infielder, snags 'em with. Like other famous major leaguers, Al goes for the quality and advanced design of Spalding equipment.

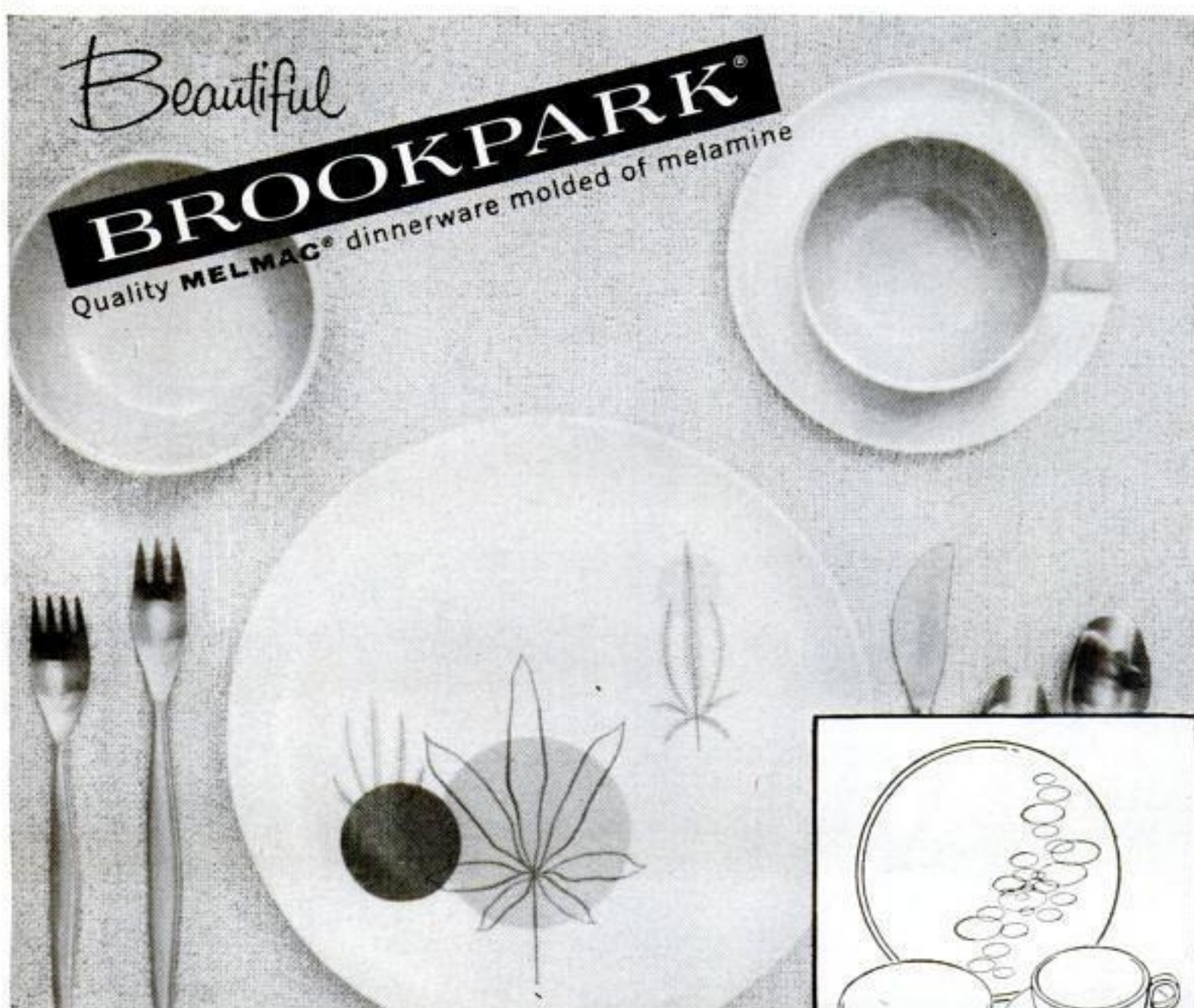
Made of finest-grade mitt leather, the Al Dark Glove features a deep

pocket with laced palm and crotch for snug feel. Here's one glove that gives you real ball control.

Gloves, mitts, balls, chest protectors—Spalding manufactures a complete line of baseball equipment all guaranteed—*unconditionally*.

SPALDING

sets the pace in sports



and breakproof as can be!

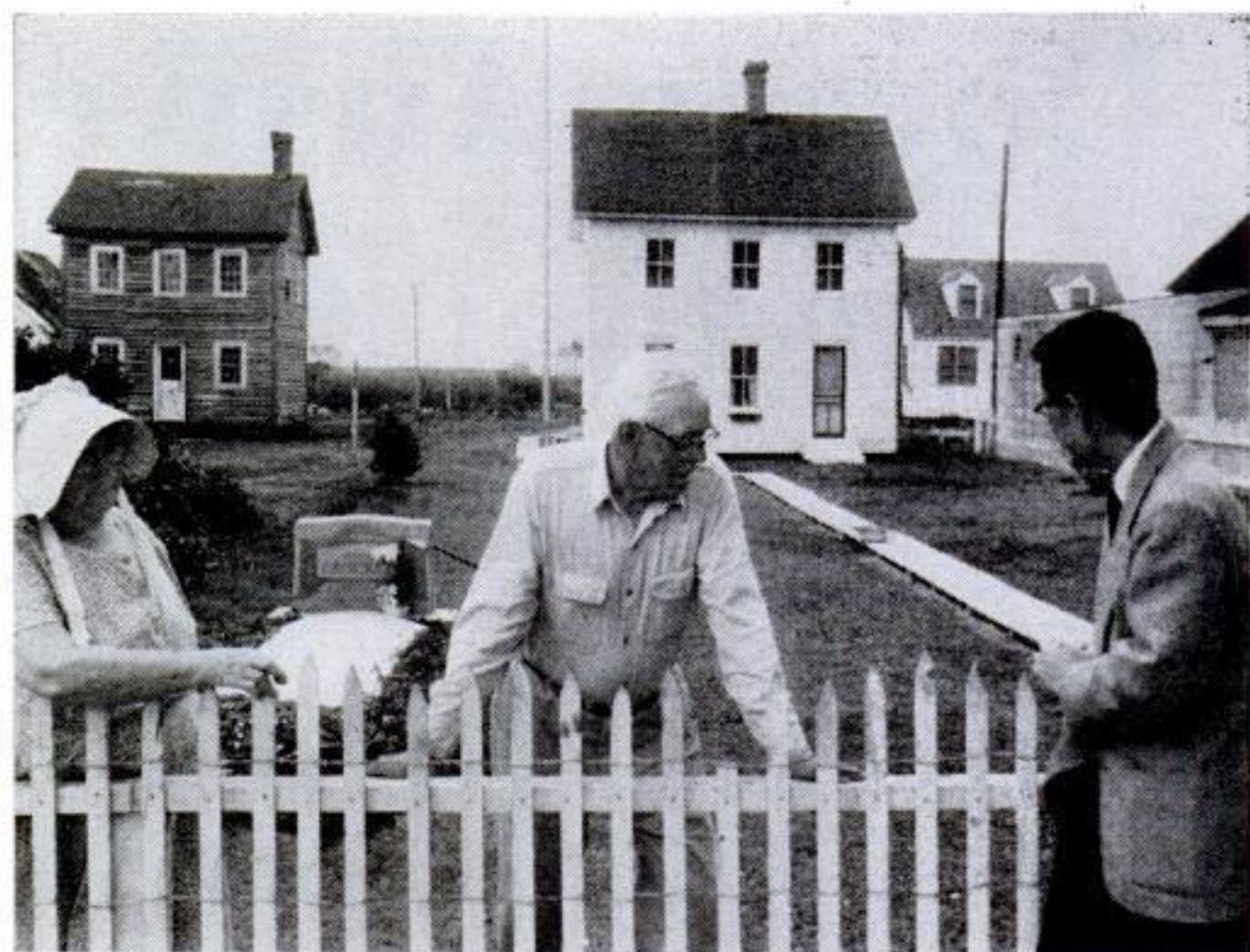
What a wonderful way to set a lovely table every day. Elegant, translucent white dinnerware with colorful patterns, molded in so they can't fade or peel off. Safe in dishwashers, too. Gracefully styled to serve graciously—AND GUARANTEED NOT TO CHIP OR BREAK FOR ONE FULL YEAR!

FANTASY, above, in turquoise or brown and gold; PINK CHAMPAGNE, top right; EMPRESS, bottom right, in gold motif. 16-piece starter set \$18.95.

BROOKPARK

international molded plastics, inc.
cleveland 9, ohio

DOCTOR CONTINUED



GETTING ACQUAINTED, the doctor chats with the John Crocketts near front-yard grave where, according to island custom, their dead son is buried.



DINING AT HOTEL, Chesapeake House, doctor joins other boarders. At first he felt strange among reputedly aloof islanders, soon felt more at home.

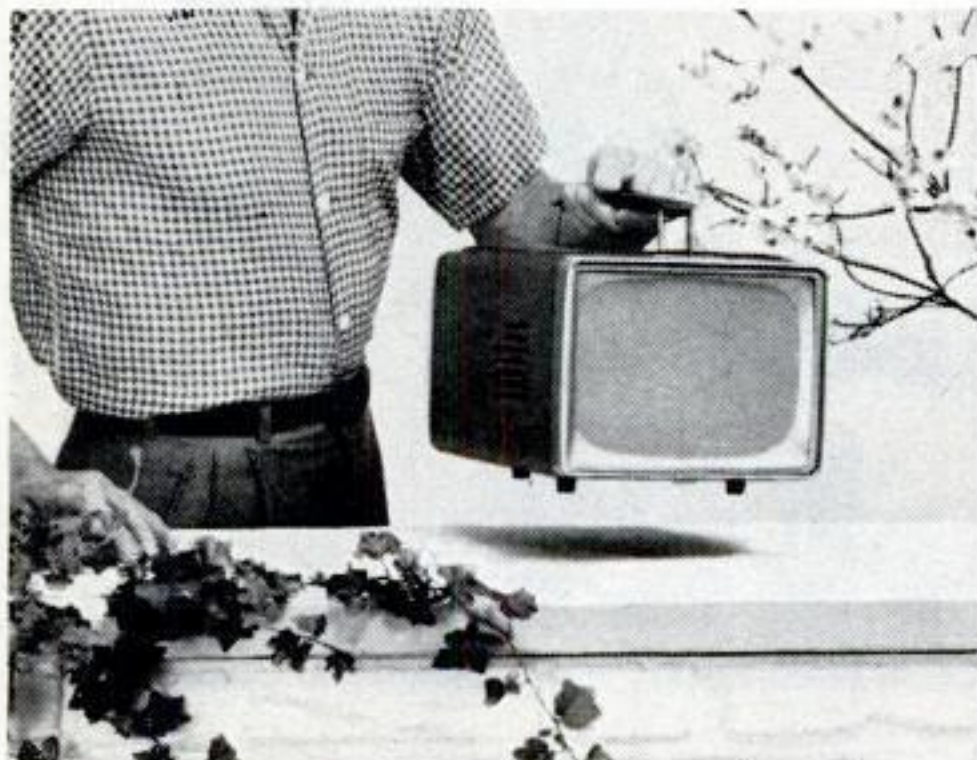


ATTENDING CHURCH, he joins Wednesday prayers led by the Reverend Oscar Rishel, who led drive for medical center and is now his close friend.

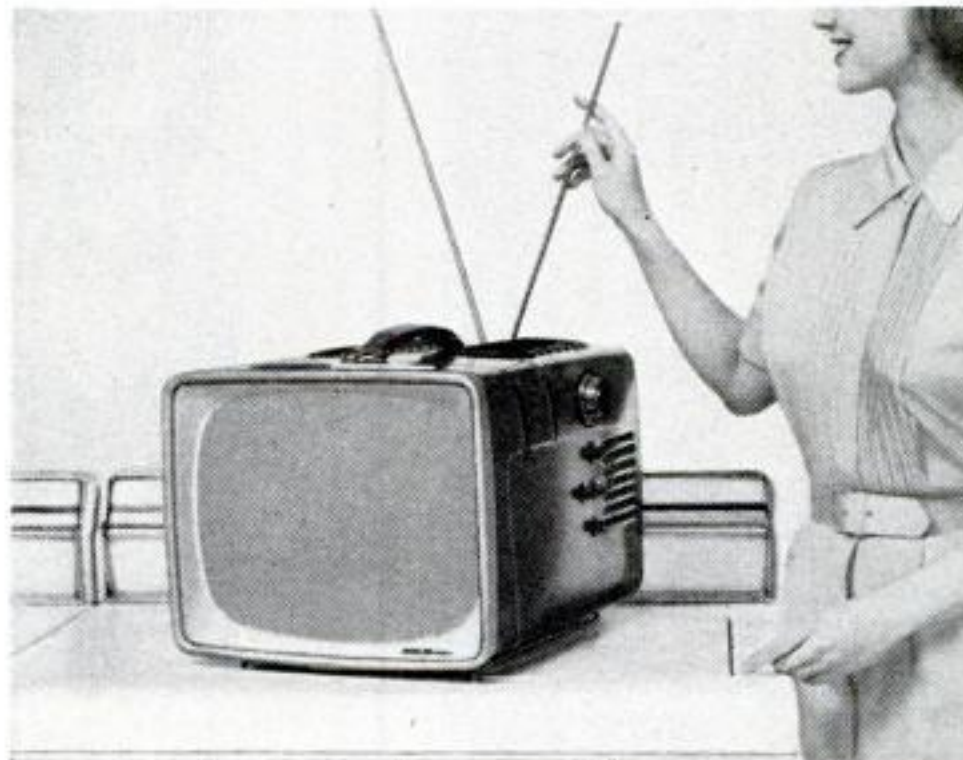
CONTINUED

You name the place—any place in your home

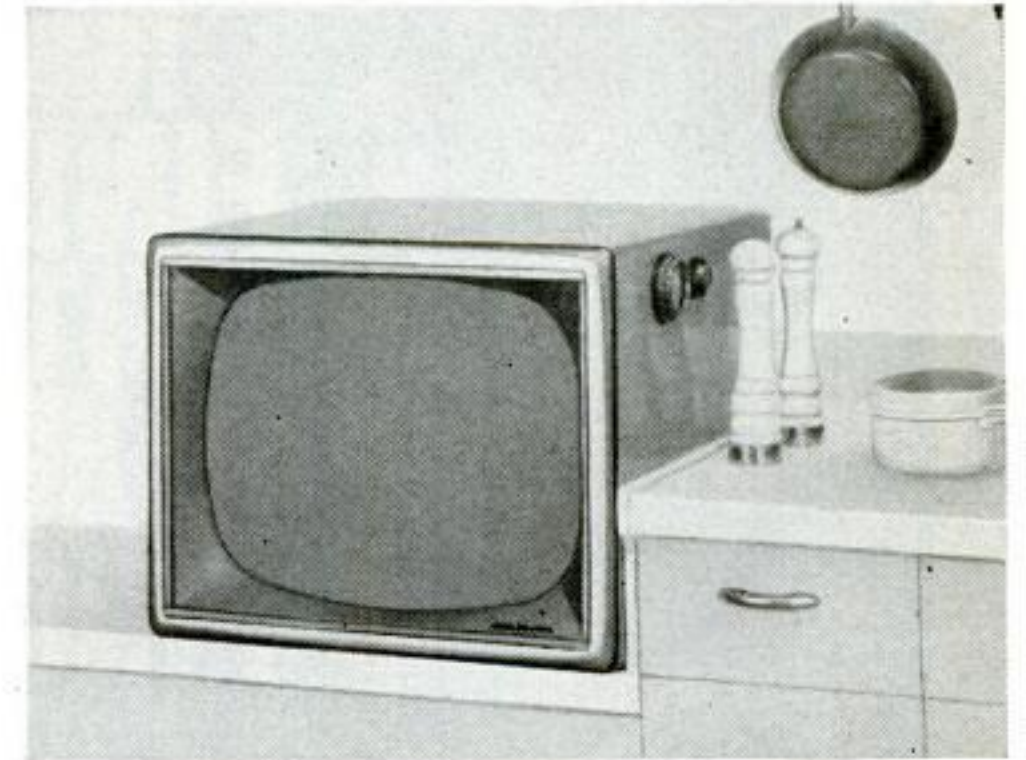
RCA Victor has the TV to fit it—perfectly!



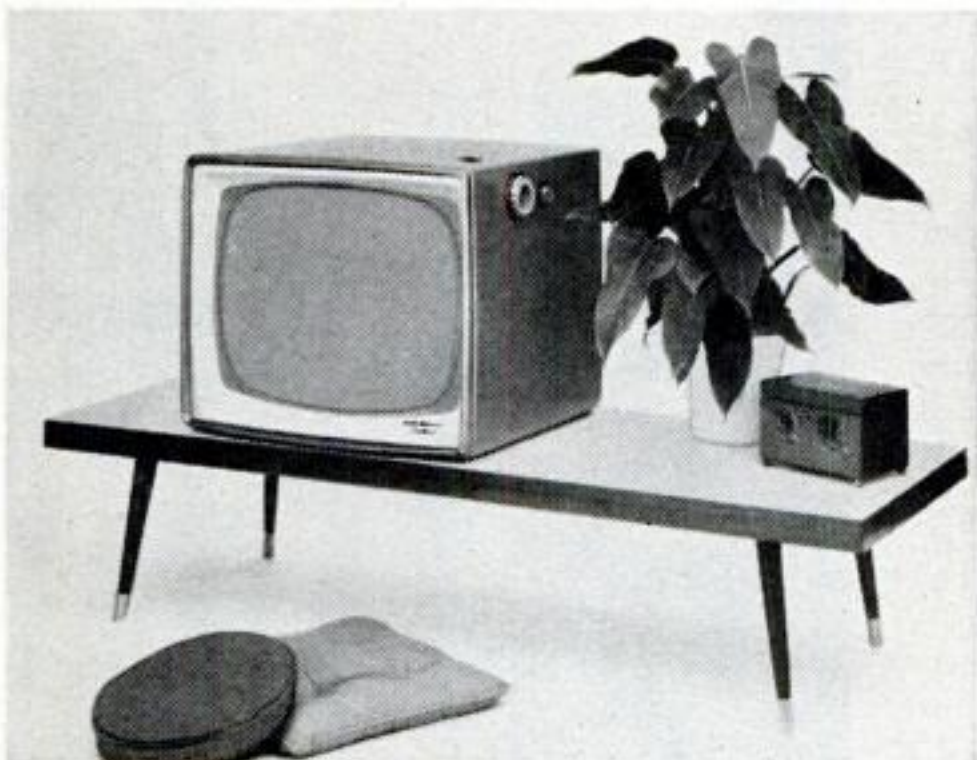
Puts the show on the patio—or any place else you like. Smallest, smartest TV of all with sharp 36 sq. in.* picture, handle, antenna connection. "Personal." Ebony. (8PT701) \$99.95.



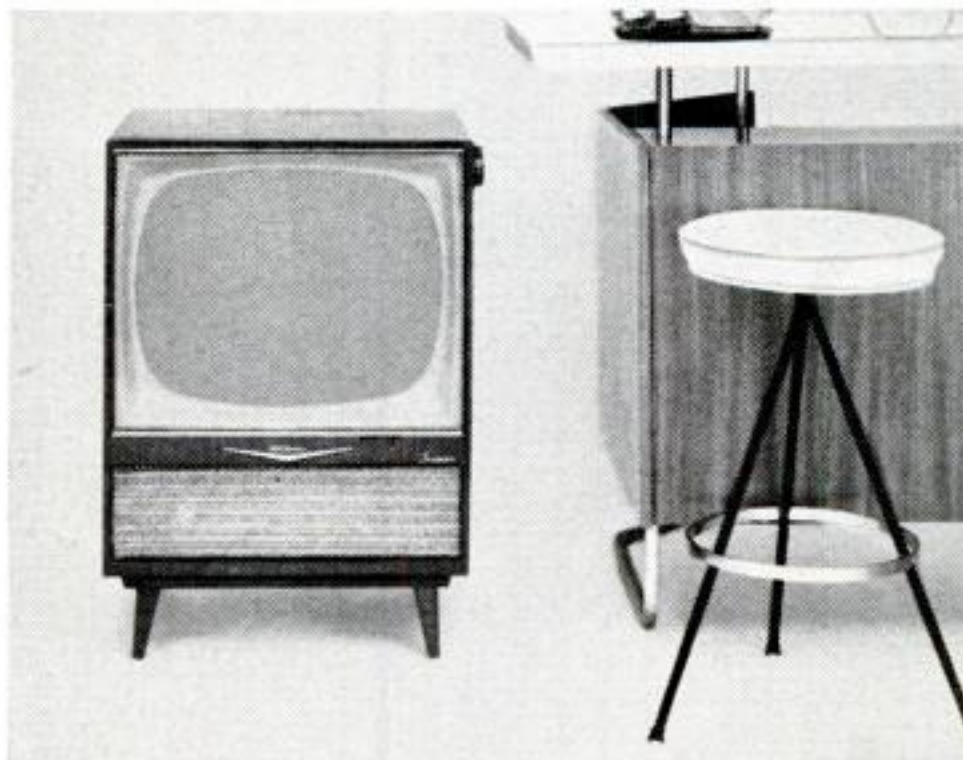
Makes light of the laundry! Pleasure is as automatic as the washer with this compact, easy-to-carry portable. "Living Image" 108 sq. in.* picture. *Wayfarer*. Red. (14S707) \$149.95.



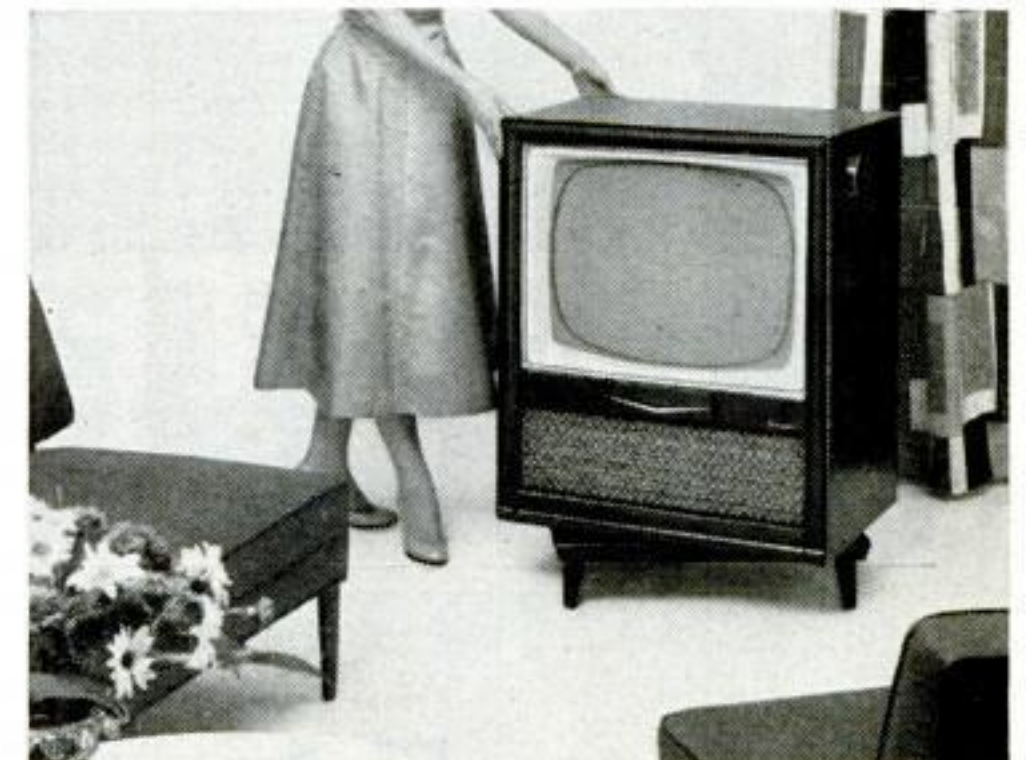
Serves you in the kitchen—with easy lookin' while you're cookin'. In good taste on *any* table. 261 sq. in.* screen. *Dixon*. Limed oak grained finish. (21T715) \$229.95. Other finishes \$219.95.



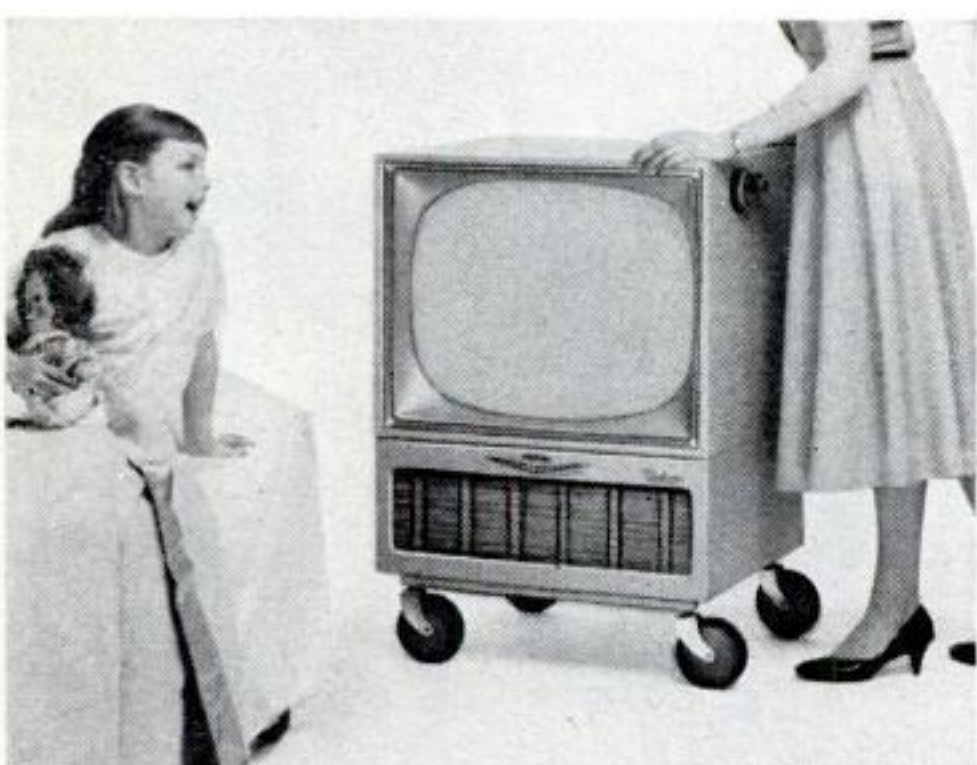
Saves space in small apartments—in a big way. This sleek Deluxe table model is ideal—makes any room roomier. 261 sq. in.* picture, many extras. *Bailey*. Tawny gold. (21D717) \$239.95.



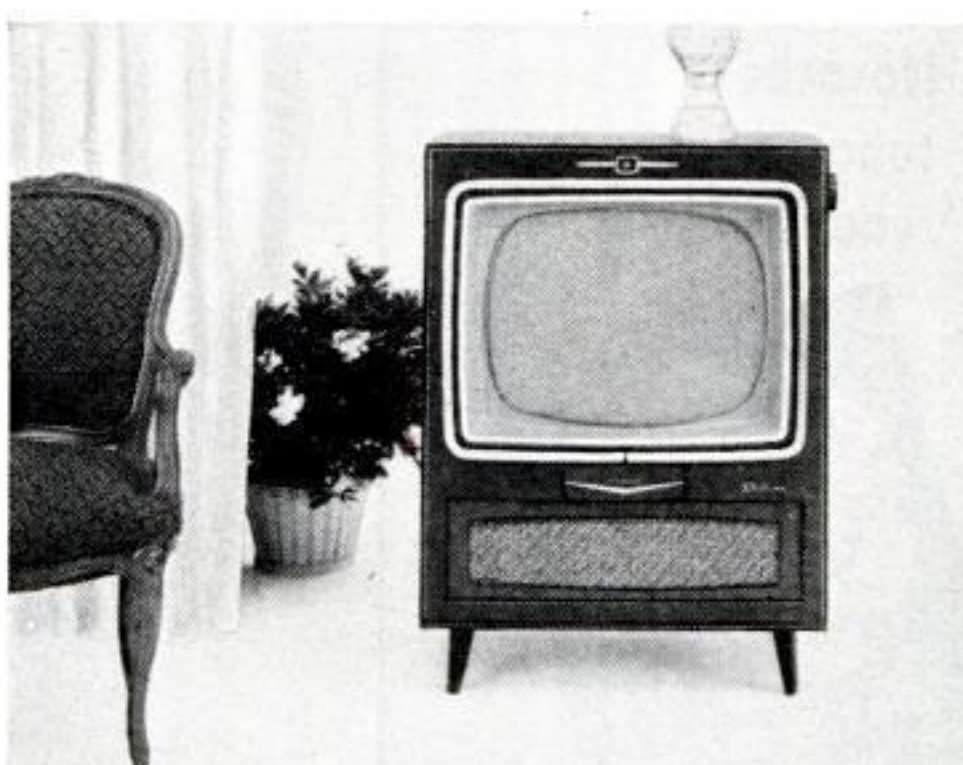
Sits pretty in the playroom, fits with the fun perfectly. Terrific value in console styling. 261 sq. in.* picture. Balanced Fidelity Sound. *Eaton*. Mahogany grained finish. (21T735) \$249.95.



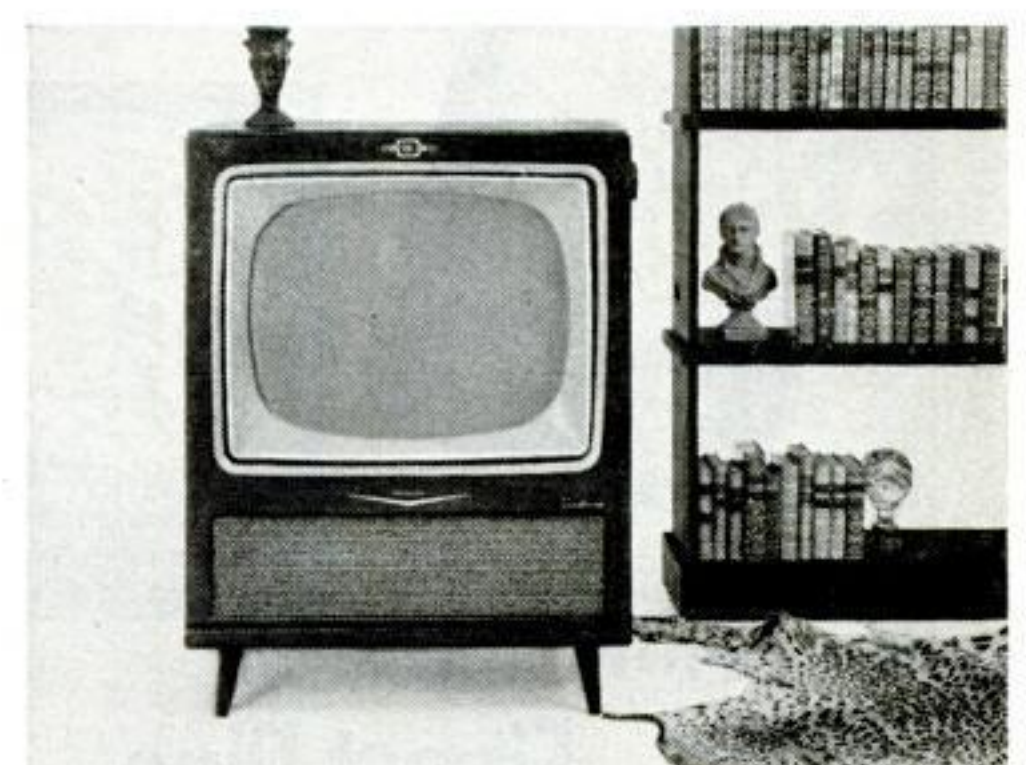
Aims to please—anywhere. Swivel TV makes every seat front row center. Phono-jack for record player. Balanced Fidelity Sound, 261 sq. in.* picture. *Enfield*. Mahogany grained finish. (21T738) \$299.95.



Rolls entertainment into the sickroom. Good medicine on rubber-tired wheels! Deluxe sound, tuning and 329 sq. in.* picture. *Oakmont*. Limed oak grained finish. (24D729) \$299.95.



Goes formal in your living room. Handsome is and handsome does this Deluxe TV with 3-speaker Panoramic Sound and 261 sq. in.* picture. *Whitman*. Mahogany grained finish. (21D744) \$349.95.



Puts a man-size picture in your den. You'll get the picture bigger-than-life (329 sq. in.*) and superlative 3-speaker sound, too! *Ellsworth*. Mahogany grained finish. (24D754) \$369.50.

See black-and-white TV from \$99.95 and Big Color TV from \$495 at your RCA Victor dealer's



RCA VICTOR
TRADE MARK
RADIO CORPORATION OF AMERICA



Manufacturer's nationally advertised VHF list prices shown. Prices and specifications subject to change. UHF optional, extra (not available on "Personal"). Some sets slightly higher for West and South. Most models available in Canada. **At your service:** RCA Victor Factory Service Contracts available in most areas but only to RCA Victor owners. Special low-cost 1-year contract on "Personal" or portable—only \$14.95.

*Square inches of viewable picture area	36	108	261	329
Picture tube, overall diagonal	8"	14"	21"	24"

**NO
FINER
FIT
AT ANY
PRICE**

You may be paying more. But... are you getting more? Are you getting Bestform's rich detailing, its luscious fabrics... its really marvelous fit? Try Bestform the next time you shop. You'll have to agree: even if you'd paid much, much more... you couldn't look lovelier!

BESTFORM
GIRDLES AND BRAS

Why Edgeworth smokes coolest



No other
tobacco is
"ready-rubbed"



**America's
Finest Pipe**

Tobacco CANADA'S FINEST, TOO!

For over 50 years, no tobacco has ever equalled Edgeworth for cool smoking pleasure. Aged, hill-grown white burley, blended and cut by Edgeworth's exclusive process, packed to stay fresh in the exclusive heat-sealed pouch. Try Edgeworth!

Made in Richmond, Virginia by
LARUS & BROTHER COMPANY, INC.
Fine Tobaccos Since 1877



Exclusive, Heat-
Sealed Water tight
Wrap-around pouch.

DOCTOR CONTINUED

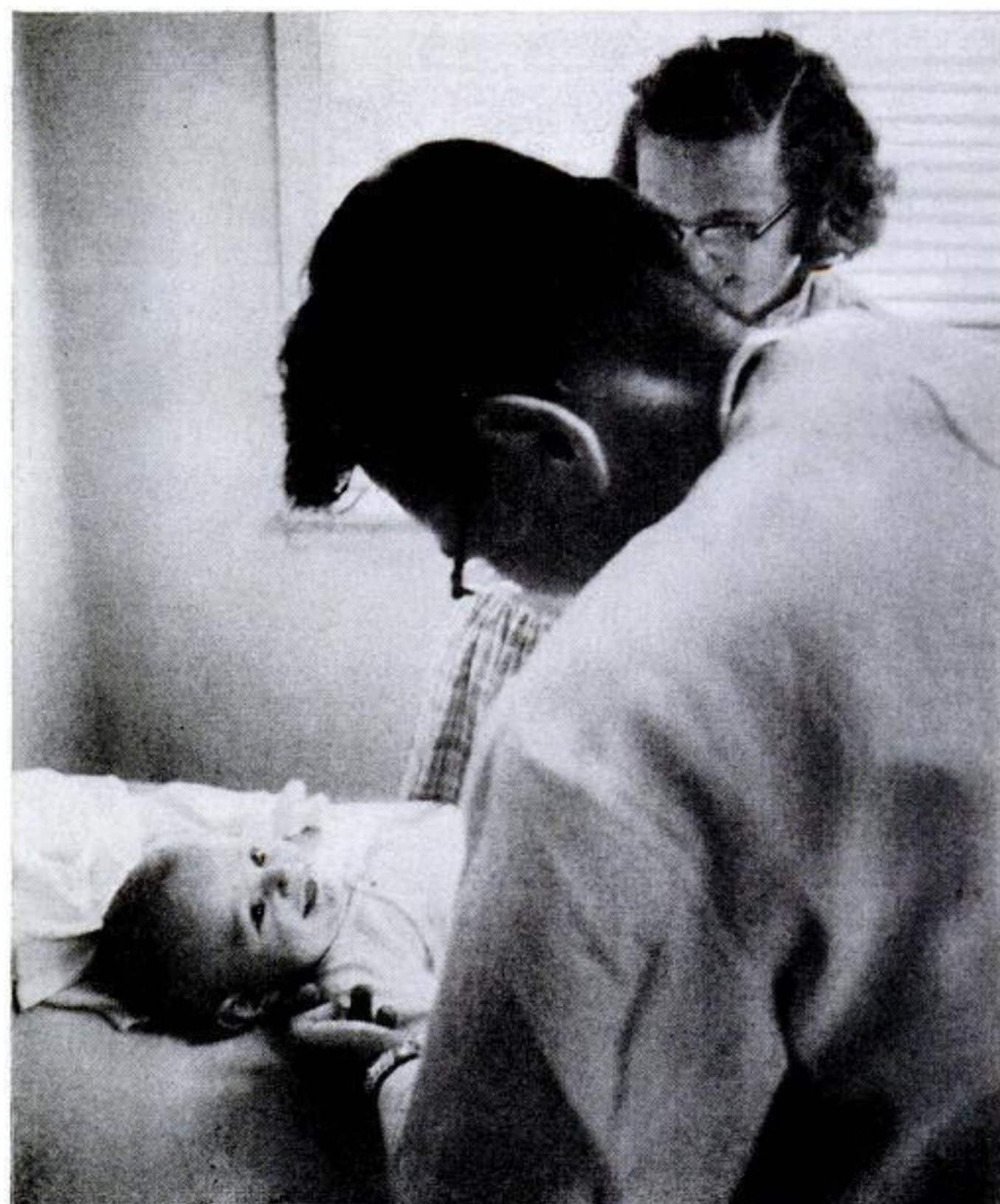


DOG BITE, suffered by Wallace Pruitt, is cleaned by Dr. Kato. Twelve miles from the mainland, Dr. Kato had to treat the case without anti-rabies serum.

AILING KNEE of 77-year-old Edward Landon is treated by diathermy. The patient, who had never had diathermy before, found treatment helpful.



ITCHING BABY, Terry Crockett, 4 months, undergoes examination as his mother watches. Dr. Kato decided that Terry's trouble was a case of allergy.



COOL NEW LOOK...

"Coral Ice"

NEW CRYSTAL-BRIGHT BRILLIANCE FOR LIPS AND FINGERTIPS

It glitters... it dazzles... it crackles with excitement! It's the new, all-the-rage color by Cutex... an electric spark of coral, flashed with a potent touch of pink. Breathtaking the way "Coral Ice" lights up your spring and summer fashions! Bewitching the way it brings out the secret fire in you! And wait till he sees you with this "real cool" look! So tempting—it's tingling!



BOATER BY MR. JOHN

"Coral Ice" Swimsuit by Cole of California.

CUTEX

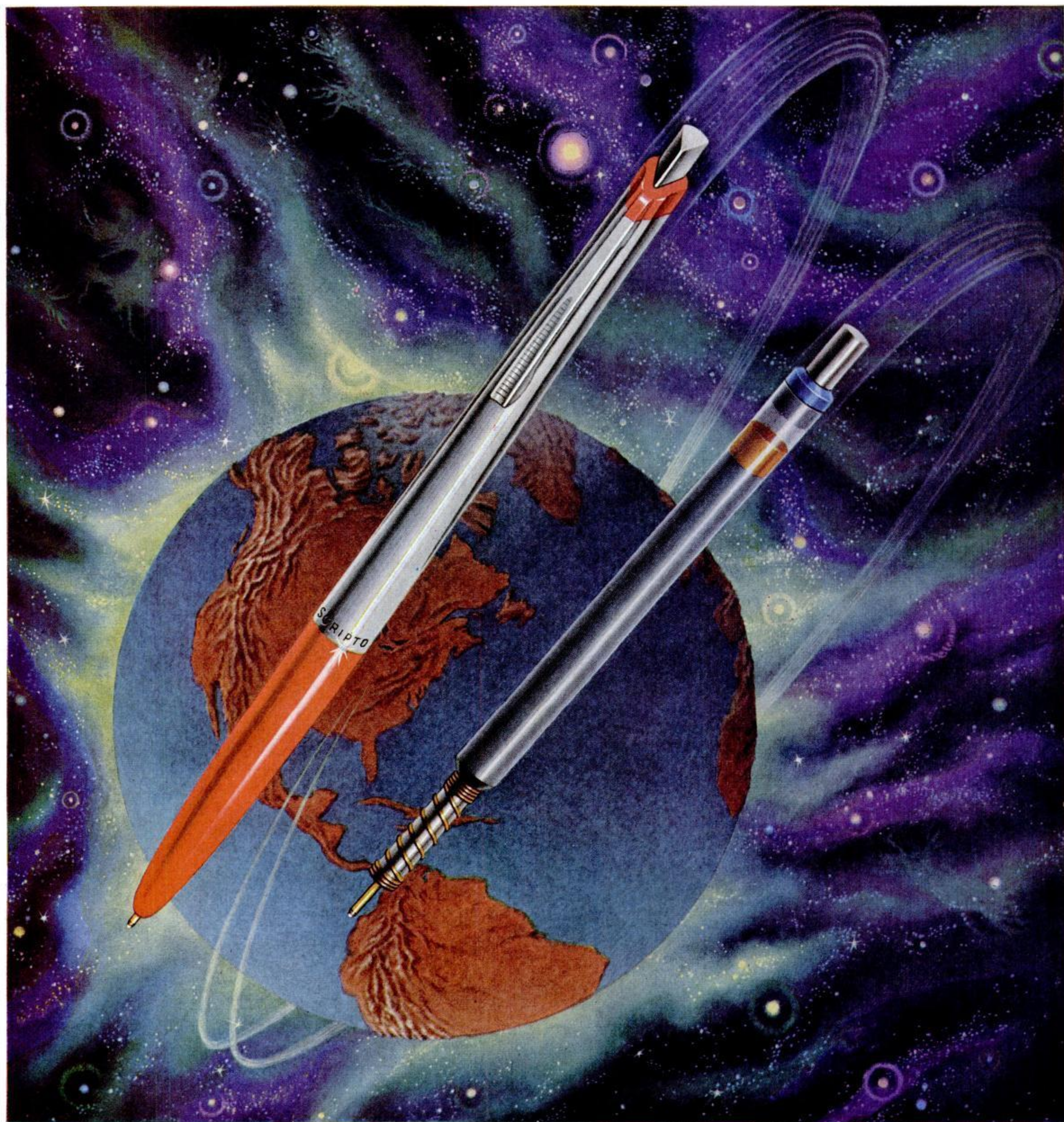
YOU'LL LOVE creamy, lasting
Cutex Lipstick... and the
matching nail polish (both
regular and iridescent Pearl)
that wears longest of all!



CELEBRATING 1957-1958 OFFICIAL "INTERNATIONAL GEOPHYSICAL YEAR"

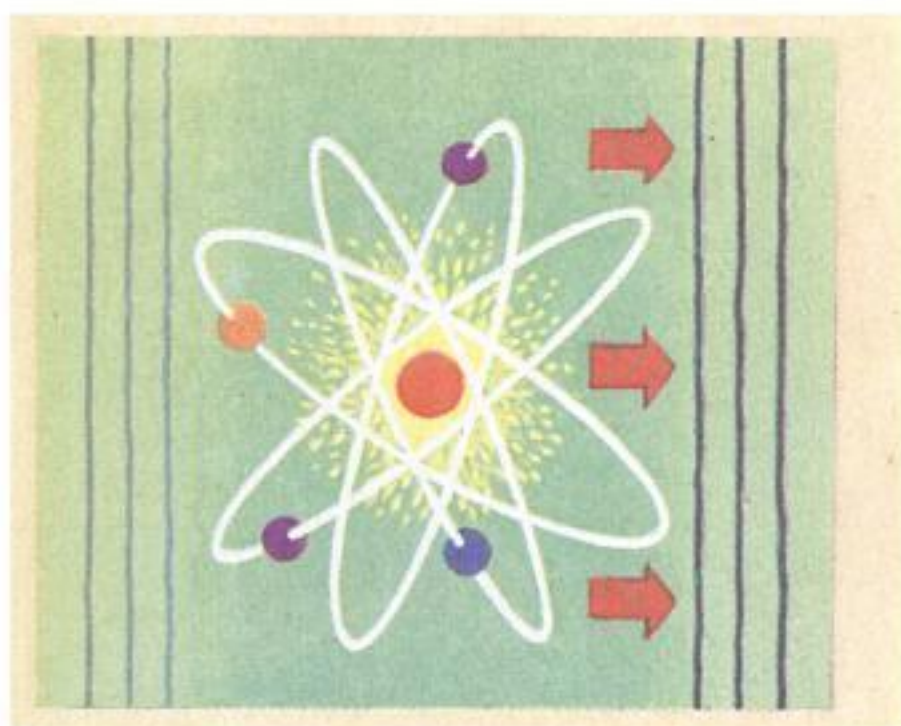
SCRIPTO LAUNCHES THE FIRST PEN DESIGNED

SCRIPTO

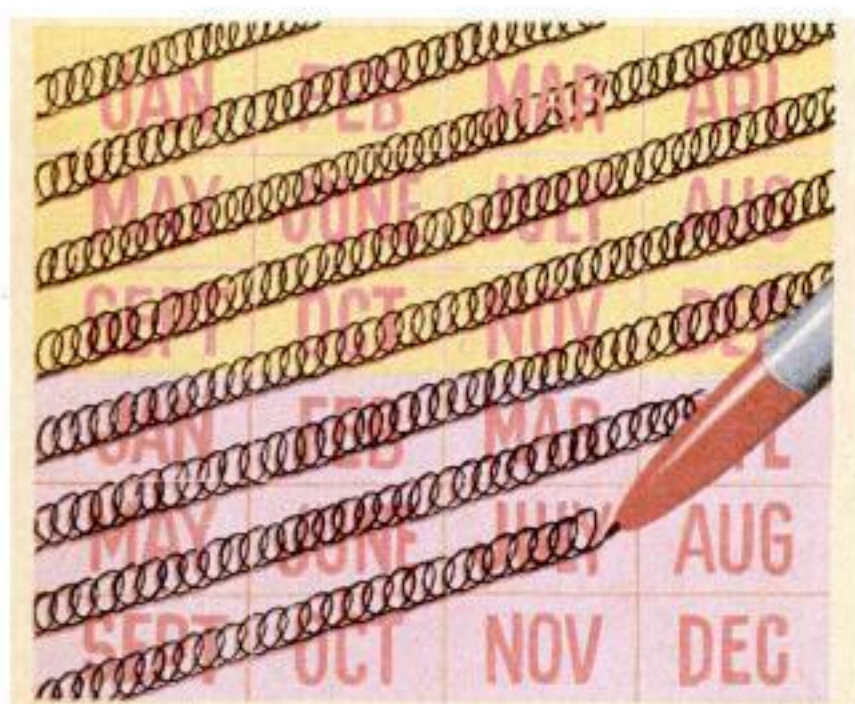


AND ENGINEERED FOR THE ATOMIC AGE!

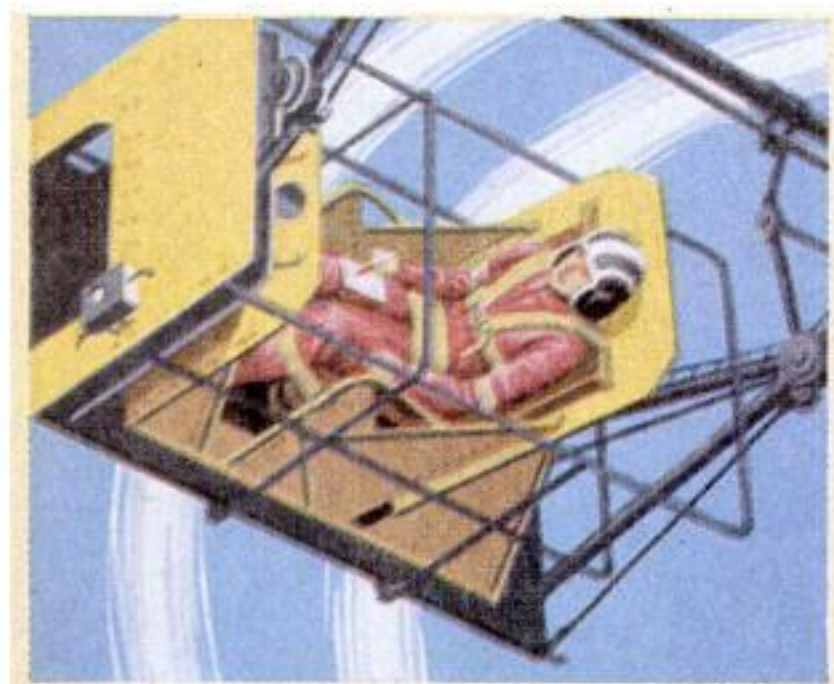
SATELLITE



ATOMAGIC COLORESSENCE* ... NEW VISIBILITY! Scripto scientists discovered a new molecular formation so superior to ink, it was named COLORESSENCE. It's far clearer, brighter, much more visible and thus easier to read. Washable from clothes, yet permanent on paper—will not fade.



1-TO-2 YEARS SUPPLY GIANT NEW TELE-GAUGE CARTRIDGE! Greatest writing mileage in history—Scripto giant TELE-GAUGE cartridge provides 1 to 2 years supply of flawless skip-free effortless writing (based on tests with typical users). King-size cylinder of extra capacity gives this new record performance.



WRITES PERFECTLY AT ALL ANGLES! A test pilot, strapped in a whirling rotator, wrote with the Scripto SATELLITE while revolving at dizzying speed, even upside down—with never a smear, blot, blur or skip. Guaranteed to write at all angles.

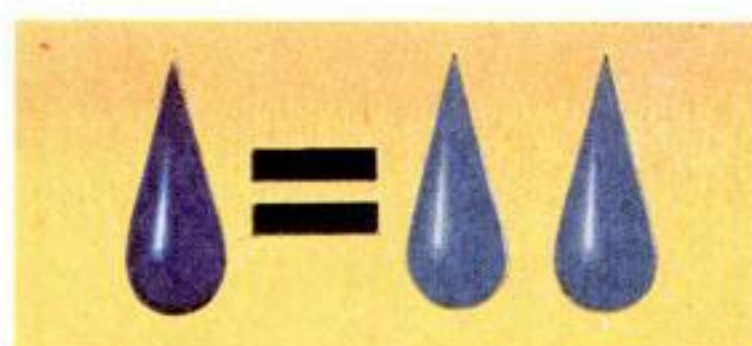
As science acts to launch a satellite into space to circle the earth ...
Scripto scientists break through every writing barrier with the atomic-engineered Scripto SATELLITE Pen and TELE-GAUGE* cartridge. See the beautiful Scripto SATELLITE at stores now—try it—own it—enjoy up to two years of writing perfection, ease and speed never before possible in any pen at any price—because no other pen has these advance features ...



MAGNIFICENT SPACE-SATELLITE DESIGN. Most beautiful pen ever. TELE-GAUGE cartridge is sealed by metal cap—guaranteed leakproof—exclusive Scripto invention.



CLEARLY VISIBLE SUPPLY OF ATOMAGIC COLORESSENCE. The only truly transparent cartridge—shows how many months of COLORESSENCE fluid you have left.



MORE MILEAGE FROM EVERY DROP. Every drop of COLORESSENCE fluid writes 2 times as many words as a drop of the best ball point ink ever made before.

SPECIAL "CUSHIONED" WRITING. Micro-gauged metal spring and "cushioned" cartridge construction help you write more swiftly, smoothly, effortlessly.



EXCLUSIVE CRYSTALLOY BALL IN JEWEL-SMOOTH SPECIAL-ALLOY SOCKET. Ball is "deep-chill" hardened for astounding durability, then super-smoothed by over 19 million polishing revolutions. Jewel-smooth special-alloy socket assures uniformly clean writing indefinitely.

Compare—see, try, buy the Scripto SATELLITE Pen, at stores everywhere. Choose from thrilling combinations of lustrous *Satellite* metal and luminous new colors—stunning Atomic Red, Stratosphere Blue, Dawn Grey, Jet Black, Jade Green in super-strength gleaming Nylon.

Scripto

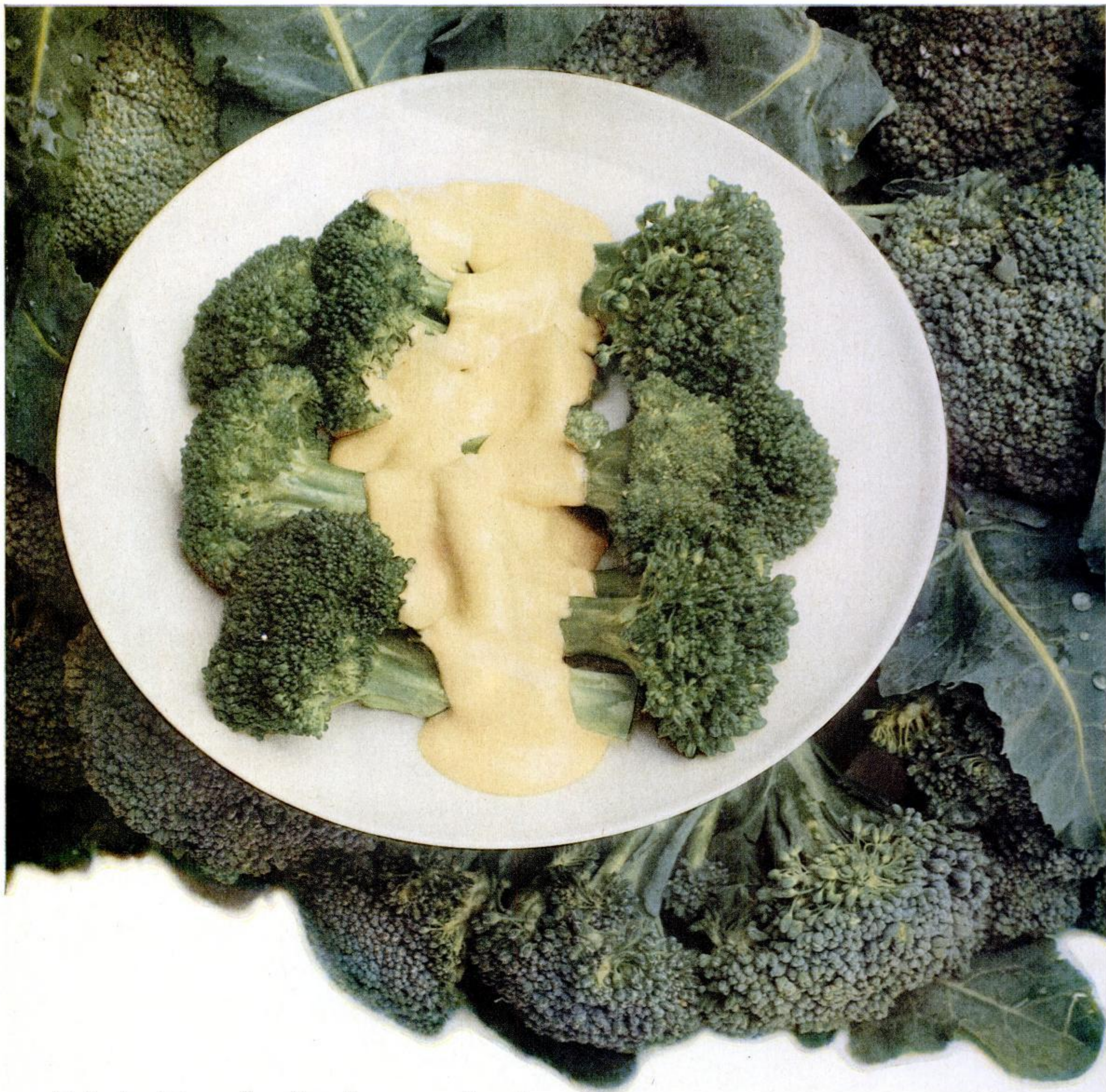
SATELLITE*

\$195 (Fed. tax incl.)

*T.M.

THE PEN DESIGNED AND ENGINEERED FOR THE ATOMIC AGE

SCRIPTO, INC., ATLANTA, GEORGIA • SCRIPTO OF CANADA, LTD., TORONTO, CANADA • SCRIPTO PRODUCTS AVAILABLE IN CANADA AT SLIGHTLY HIGHER PRICES



*Birds Eye is the frozen food
with the BEAUTIFUL flavor*

Birds Eye Broccoli is so much *more* than just good food. Every proud head of broccoli is crisp, tight, green . . . every single stalk young and tender . . . every taste *beautiful*.

This beautiful flavor is frozen in just a few fresh hours after picking.

Serving tips: Birds Eye Broccoli is always delicious with hollandaise sauce, or top with lemon butter—2 parts melted butter and 1 part lemon juice. Either way, wouldn't it taste good *tonight*?

*Some freeze food . . . **BIRDS EYE FREEZES FLAVOR***



Make it an all-Birds Eye meal. Serve Birds Eye Chicken or Beef Pie with your Broccoli. . . for dessert—Strawberries on ice cream!

Products of General Foods



FROM HELICOPTER DODGER OWNER WALTER O'MALLEY STUDIES FREEWAYS LEADING TO LOS ANGELES PROPERTY PROPOSED AS NEW HOME FOR HIS BALL CLUB

O'MALLEY SCOUTS A NEW HOME FOR THE DODGERS

Los Angeles is hopeful and Brooklyn has reason for fear as fed-up club owner threatens to go west

The Brooklyn Dodgers as the world knows them will soon cease to be—barring an unexpected last ditch rescue. With the odds in favor of the team's moving to the West Coast, Owner Walter O'Malley hovered over Los Angeles (above), feasting his eyes on a site likely to become the new home of the Dodgers. He was being wooed by L.A.'s city fathers who seemed willing to throw in everything but City Hall in order to get a big league club.

The hopeful air in Los Angeles contrasted with gloom in Brooklyn where an impasse existed. City leaders who had promised to help O'Malley build a modern ball park had fallen down in their attempts. With no move possible before the end of the season, O'Malley had only a cautious but ominous comment: "I'm a Brooklyn man, but we have to be realistic."

LIKELY SITE for a new park (broken lines) is in Chavez Ravine north of Los Angeles civic center.

CONTINUED



Mowing is so easy with

Sunbeam®

POWER MOWERS

FREE WHEELING



Simply lower handle to drive mower. Just raise handle for free wheeling around flower beds, trees, fences, and other hard-to-get-at places.

and

SELECTIVE SPEEDS



Higher speeds for normal grass, faster mowing. Slower speeds for heavy grass, weeds, mulching leaves or for use by elderly people.



So easy-to-operate! Simply move handle down and rollers engage wheels to propel mower. Just raise handle to disengage drive for Free Wheeling. It's as easy as that—no knobs to turn . . . no levers to push. Cuts grass or tall weeds. Selective Speeds let you choose the best speed to meet your particular needs. Faster speeds for the large estate or the professional—lower speeds for heavy grass, mulching.

Available in 3 models: R321; R321A; R221-275. Choice of Cardinal Red and White or Metallic Green baked-on enamel finish. \$149.95 to \$159.95 (Colorado and West, \$152.95 to \$162.95).

Leaf Mulcher attachments for all models, saves leaf raking and burning. Only \$4.75.

Sunbeam POWER MOWERS GIVE YOU ALL THESE ADVANTAGES

- Powerful 2¾ HP, 4-cycle Briggs & Stratton engine with automatic recoil starter.
- Low tone muffler.
- 21" cutting blade.
- 5 cutting height adjustments from 1 to 3 inches.
- Adjustable speeds—from slow to a fast walk.
- Built-in Sunbeam quality throughout.

Lightweight . . . just 29 pounds

Sunbeam TWIN BLADE ELECTRIC MOWER

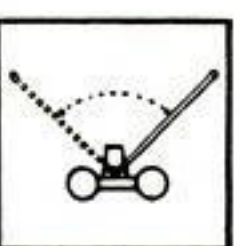
Here's another popular Sunbeam Mower! An outstanding twin-blade electric mower that gives you *all* the advantages of power mowing at low cost. Powerful ONE HORSEPOWER Sunbeam motor—operates on ordinary residential current. With swing-over handle for 2-way mowing. Convenient cord-holder on handle. 18 inch cut. Close side trim. Only \$79.95. Leaf Mulcher attachment, only \$6.75.



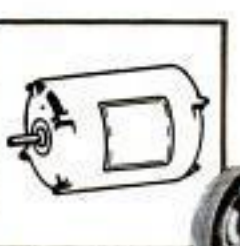
Close Side Trim



Twin Blades Smoother mowing



Swing over handle for 2-way mowing



Powerful One Horsepower Motor



© S.C.

Look for the
Mark of Quality

Sunbeam
BEST ELECTRIC APPLIANCES MADE

SUNBEAM CORPORATION, Dept. 53
Chicago 50, Illinois • Canada: Toronto 18

New Home for Dodgers CONTINUED

THE PERFECT ESCAPE FROM OLD TROUBLES

Despite a late-starting campaign to salvage the Dodgers, Brooklyn was apathetic about O'Malley's dealings. Most fans thought he was just bluffing—but that would be very unlike O'Malley. He decided 10 years ago that Ebbets Field was too small and too antiquated. He envisioned a domed, all-weather stadium in downtown Brooklyn, and when the city took legislative steps toward creating one, O'Malley sold Ebbets Field.

But when city officials suddenly failed to follow through five months ago, O'Malley was left without a ball park. It was the last straw for O'Malley, who was already worrying about falling attendance and the awful fact that after six pennants in 10 years, Brooklyn fans seemed bored by winning baseball. He also realized that he had been given a perfect excuse to pack up his ball club and leave town. With an eye on the West Coast, O'Malley promptly bought the Los Angeles franchise in the Pacific Coast League from Chicago Cubs Owner Phil Wrigley for some \$3 million.

Within a few days a delegation of Los Angeles politicians descended on O'Malley at Vero Beach, Fla. and gave him the hard sell. When O'Malley returned their visit this month the knotty problem of where to play was practically settled. A 257-acre plot in Chavez Ravine, handy to freeways, could be made available for construction of a \$10 million super stadium. Until the new ball park was ready, engineers pointed out that the Dodgers could play in the local Wrigley Field on weekdays and in giant Los Angeles Coliseum on weekends.

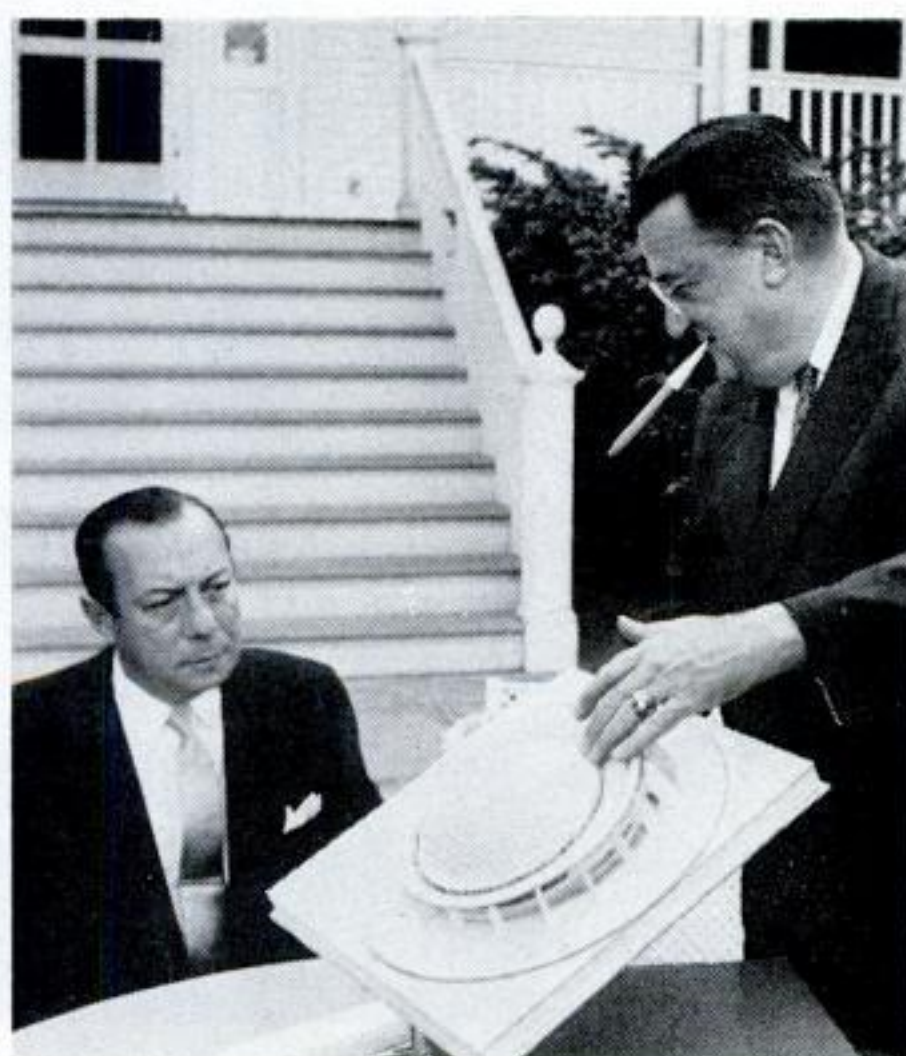
If it comes to pass that Walter O'Malley is not bluffing, the Brooklyn fans can be expected to come alive with all their ancient loyalties vociferously revived. But from the way O'Malley is behaving, it will be too late.

EYING THE FUTURE (right), O'Malley sees game in L.A. ball park he bought. "If you move three miles," he says, "you might as well move 3,000."



WRESTLING AT AIRPORT, O'Malley tussles with L.A. county supervisor (left) who tries to take a button reading, "Keep the Dodgers in Brooklyn."

GOING OVER PLANS to convert Los Angeles Coliseum to baseball on a part-time basis, O'Malley (center) confers with officials on Coliseum steps.



MEETING NEW YORK MAYOR, O'Malley shows Robert Wagner model of stadium he dreamed of for Brooklyn. "I still have an open mind," he said.

CONTINUED

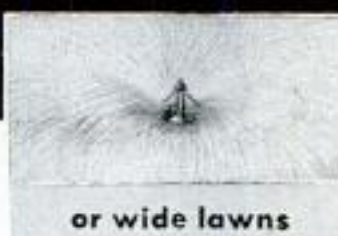
The sprinklers you see on beautiful lawns

Sunbeam® Rain King

Set dial to sprinkle 5 to 50 feet automatically



For narrow parkways



or wide lawns



Automatic
Model K

Provides maximum amount of water for the area set—400 gals. an hour on 30 lbs. pressure—thorough saturation necessary for strong healthy turf. So convenient—no tricky adjustments—the CORRECT amount of water, the PROPER type of spray for the DESIRED area—all with one easy finger-tip setting. IT'S AUTOMATIC. Famous Sunbeam longlasting quality. Only \$9.95.

So easy-to-use
Gives deep soil
saturation

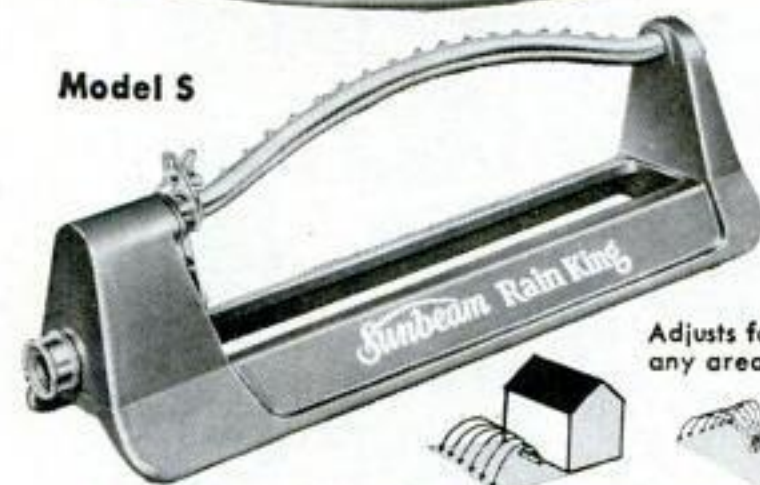


Model
K20

Gives uniform
coverage up
to 100 feet

Automatic Traveling Sprinkler

Same finger-tip control dial as the Model K AND TRAVELS, TOO. Winds up stainless steel tape to pull itself across lawn. Sprinkles areas 5 to 50 feet wide as it travels—shuts off automatically. Model K20, \$37.50 (Colo. & West \$37.95).



Model S

Adjusts for
any area

Outstanding Oscillating Sprinkler

Covers rectangular area with natural rainlike shower. Simple easy-to-set adjustment lets you sprinkle into corners, water up to walks, walls, etc. Stainless steel tubing will not rust out or corrode. Powerful, precision-built water driven motor unit separated from water channel, Model S, \$14.95.



Model H

Outstanding for any
sprinkling job. Ideal
for newly seeded
areas.
Model H, \$8.95.



Model D

An economical,
quality sprayer.
Adjustable nozzles
for circles or strips,
Model D, \$5.95.



N1-A Nozzles

Solid brass,
chrome-plated.
Quickly adjusts
for any spray.
Leak-proof. Tar-
nish-proof \$1.59.

famous Sunbeam ELECTRIC HEDGE TRIMMER

A superior hedge trimmer—built and powered to last. Ends arm-aching drudgery. Answers all trimming needs—saves time, gives professional results. Lightweight—4¼ lbs. Only \$47.95. (Colorado & West, \$48.25.)



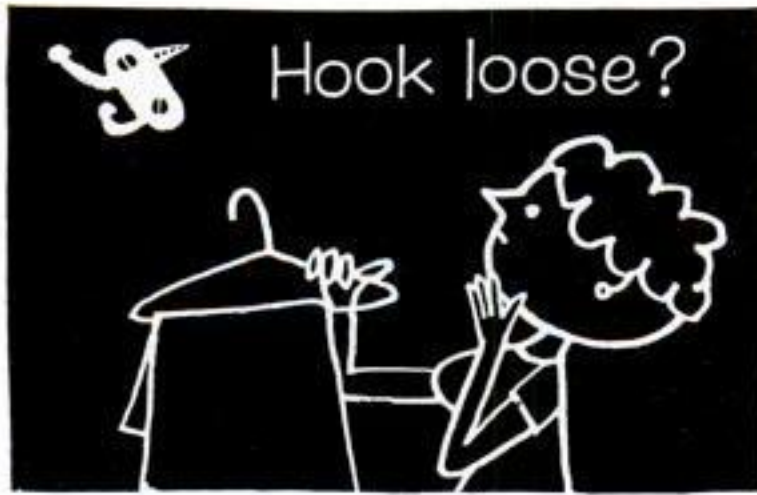
Powerful
Lightweight
Well-Balanced
Easy-To-Handle

Look for the
Mark of Quality

Sunbeam
BEST ELECTRIC APPLIANCES MADE

SUNBEAM CORPORATION, Dept. 53
Chicago 50, Illinois • Canada: Toronto 18

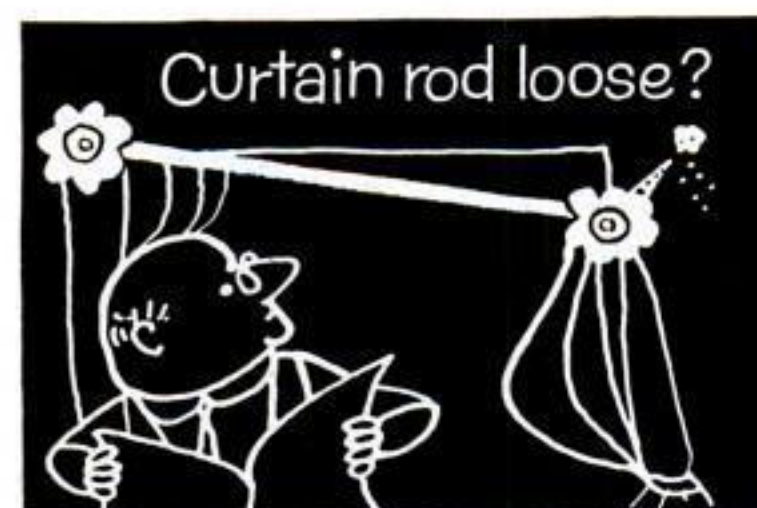
FIX-IT TIPS with "Plastic Wood"



Remove screws. Fill holes with Plastic Wood. Let dry—then screw screws back in. Holds stronger than wood itself.



Handles on brooms, mops, carpet sweepers can be made strong as new if reset in Plastic Wood. Dries quickly!



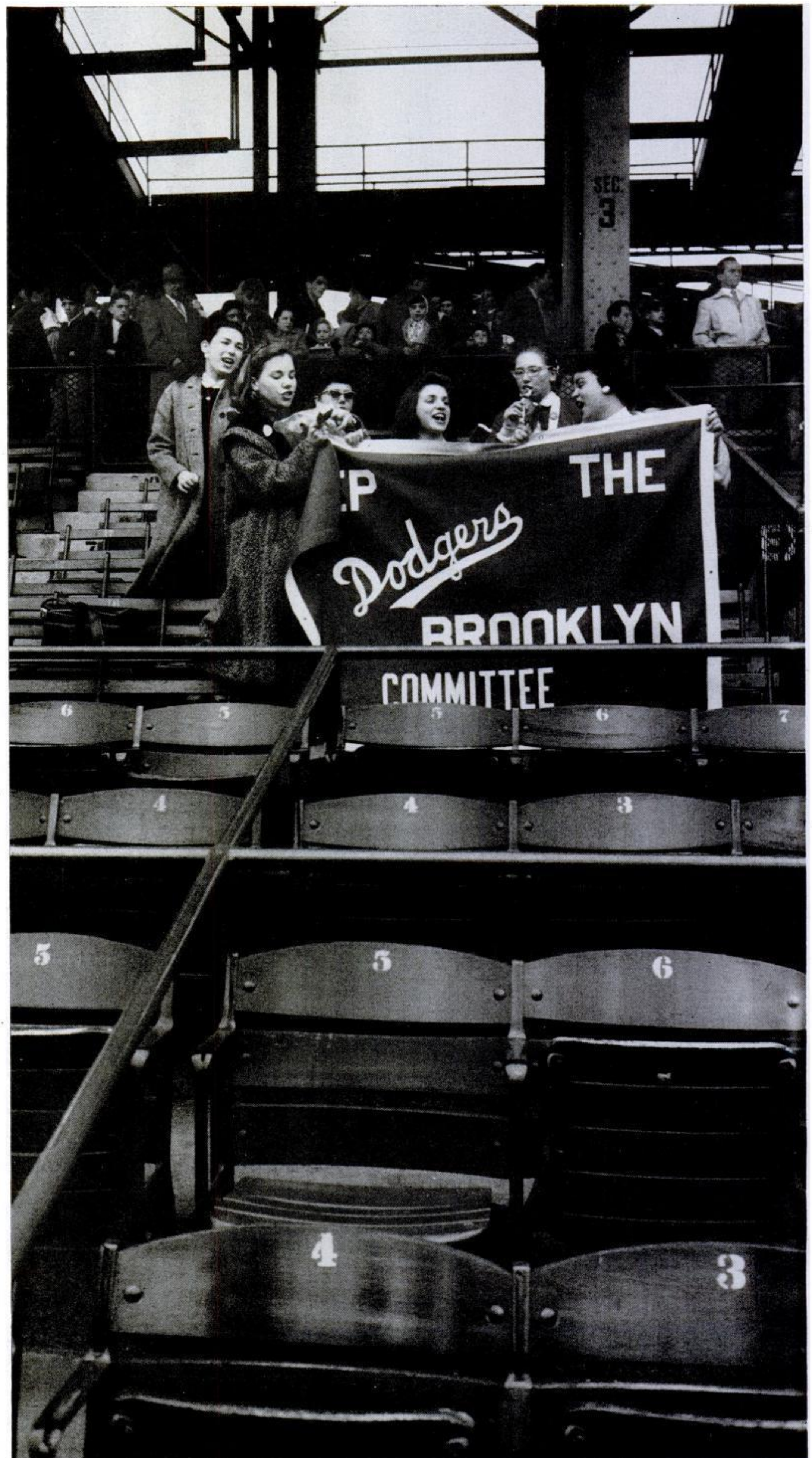
Remove the hooks holding the rod. Reset screws in Plastic Wood. Even with heaviest draperies they won't pull out.



Just reset caster in Plastic Wood. Hardens quickly, stays hard permanently, makes a repair that's better than new.



Set things right with **NEW "PLASTIC WOOD"**



EMPTY SEATS in Ebbets Field reveal falling attendance but help show off the banner of "Keep the Dodgers in Brooklyn Committee." The campaign began with Easter

Monday rally. Committee workers, most of them children, have distributed 10,000 buttons and gotten 25,000 signatures. For 20 signatures each child gets Dodger T-shirt.



OATMEAL AND COTTAGE CHEESE

PROTEIN: 23 grams CALORIES: 280*

Here's a "natural" for weight watchers—creamy-smooth oatmeal topped with fresh cottage cheese. Both are rich in protein, low in calories. You've probably enjoyed each separately. Now try them together for a new taste sensation and a weight-control breakfast that will "stick-to-the-ribs" all morning long. A colorful dash of cinnamon or cinnamon-sugar adds a spicy gourmet touch. You'll wonder why you haven't tried this combination before. (* $\frac{3}{4}$ cup oatmeal, $\frac{1}{3}$ cup cottage cheese, $\frac{1}{2}$ cup milk, 1 teaspoon sugar.)

New weight-control dishes—satisfying, rich in flavor made with high-protein Quaker Oats



Quaker Oats and Mother's Oats are exactly the same

LOW-CALORIE CUPCAKES

CALORIES PER CUPCAKE: 90

1 cup sifted enriched flour	2 eggs
1 teaspoon soda	$\frac{3}{4}$ cup buttermilk
$\frac{1}{2}$ teaspoon salt	1 cup Quaker or Mother's Oats (quick or old fashioned, uncooked)
$\frac{1}{2}$ teaspoon nutmeg	$\frac{1}{4}$ cup raisins
1 teaspoon cinnamon	
$\frac{1}{3}$ cup brown sugar	
3 tablespoons shortening, soft	

Sift together flour, soda, salt, spices into bowl. Add sugar, shortening, eggs, about half the buttermilk. Beat until smooth, about 2 minutes. Fold in remaining buttermilk, rolled oats, raisins. Fill small paper baking cups or greased small muffin cups $\frac{1}{2}$ full. Bake in moderate oven (375°F) 12 to 15 minutes. Place 1 small "flower" of confectioners' sugar frosting on each. Makes 20 small cupcakes.



MEAT BALLS IN TOMATO SAUCE

CALORIES PER MEAT BALL: 165

$1\frac{1}{2}$ pounds ground beef	$\frac{1}{4}$ cup chopped onion
$\frac{3}{4}$ cup Quaker or Mother's Oats (quick or old fashioned, uncooked)	2 teaspoons salt
	$\frac{1}{4}$ teaspoon pepper
	1 cup tomato juice

Combine all ingredients, mixing thoroughly. Shape into 16 meat balls; roll lightly in flour and brown in small amount of hot shortening. Add 1 cup tomato purée; season with salt and pepper. Simmer 20 to 25 minutes.

Hamburgers: Shape combined ingredients into 8 hamburgers; chill. Place on broiler rack, about 3 inches from source of heat; broil about 5 minutes, then turn and broil on other side. Serve on hamburger buns.



RAISIN SPICE OATMEAL COOKIES

CALORIES PER COOKIE: 72

1 cup sifted enriched flour	$\frac{1}{4}$ cup granulated sugar
$\frac{1}{2}$ teaspoon soda	1 egg
$\frac{1}{2}$ teaspoon salt	2 tablespoons milk
1 teaspoon cinnamon	1 cup raisins
$\frac{1}{4}$ teaspoon nutmeg	2 cups Quaker or Mother's Oats (quick or old fashioned, uncooked)
$\frac{1}{2}$ cup shortening, soft	
$\frac{1}{2}$ cup brown sugar	

Sift together flour, soda, salt and spices into bowl. Add shortening, sugars, egg and milk. Beat until smooth, about 2 minutes. Fold in raisins and rolled oats. Drop by teaspoons on a greased cookie sheet. Bake in moderate oven (375°F) 12 to 15 minutes. Makes $3\frac{1}{2}$ dozen cookies. A delicious snack and dessert for weight watchers.



WATCH "SGT. PRESTON OF THE YUKON" ON CBS-TV

Look what the O'Keefe & Merritt* GAS range and Servel** GAS refrigerator offer you today-

Cooks Whole Meals Automatically . . . Does It Faster And Cleaner, Too! Today's Gas ranges are loaded with automatic controls to make difficult recipes as easy as boiling water. And when you cook with Gas, you have perfect control of cooking temperature on top of the range, in the oven, in the broiler. High heat when you want it hot; low heat when you want it low. No warm-up wait; no hangover heat. It's clean heat, too—the blue flame consumes smoke as you cook.

Makes Ice Cube Trays Completely Outdated . . . Plops Ice Cubes Almost Into Your Glass! Handiest invention since the can-opener—Servel's exclusive ice-maker. Makes ice cubes automatically! Servel has other features, too—automatic defroster, roll-out shelves, trip-saver door handle. And it's a real money-saver because it operates on economical dependable Gas. Saves on repair bills, too—no moving parts in the freezing system to wear out. **AMERICAN GAS ASSOCIATION**



BURNER-WITH-A-BRAIN eliminates pot-watching. This new automatic top burner heat control has a sensing element that "feels" the heat of the pan . . . then it raises or lowers the flame to maintain the temperature you want. It makes any pan completely automatic.



ONE ICE CUBE—OR DOZENS! Here's a close-up of Servel's clever ice-maker—the magic invention that plops ice cubes practically into your glass, eliminates the muss and fuss of old-fashioned ice-trays. What a wonderful work-saver it is—and only Servel has it!



Cabinets by Nevamar Carefree Kitchens

See these New Freedom† Gas Kitchen appliances at your Gas utility company or Gas appliance dealer's.

See "Playhouse 90" with Julia Meade on CBS-TV. Sponsored by your Gas company and the Gas industry. Watch local listings for time and station.

ONLY GAS

does so much more...for so much less!

The modern, economical fuel for automatic cooking • refrigeration • water-heating • clothes-drying • house-heating • air-conditioning • incineration.

*Product of O'KEEFE & MERRITT CO., Los Angeles, California

**Product of Servel INC., Evansville, Indiana

†Reg. A.G.A.



DUBLIN'S LORD MAYOR BRISCOE POSES WITH SYBIL CONNOLLY AND HER LAVISH EVENING DRESS OF FINELY PLEATED IRISH LINEN WORN BY PATTI CURRAN

EXPORTS FROM IRELAND

The well-entrenched charm of Ireland appears here as it has been packaged for export to the U.S. this spring. On a glad-handing trip around the U.S., Lord Mayor Robert Briscoe of Dublin (LIFE, March 18) boosted everything from Irish tourism to Irish whisky and found time to pose for his first fashion picture with his country's top designer, Sybil Connolly, who was here on a mission of her own.

Since her breakthrough into the bigtime world of fashion (LIFE, Aug. 10, 1953), Designer Connolly has remained loyal to the fabrics and

talents of her homeland. Her newest venture is a complete collection done in Irish linen—fragile-looking dresses as well as high-style tablecloths and bedspreads, all fashioned with an Old World elegance that gives linen the luxury look of brocade. The dress above is made of handkerchief linen which has been hand-pleated by cottage workers and is then sewn on a fabric backing. There are 90 yards of linen in the dress which weighs less than 3½ pounds and costs \$695 in the U.S. The delicate style cannot be pressed but it is uncrushable and is as durable as double damask.

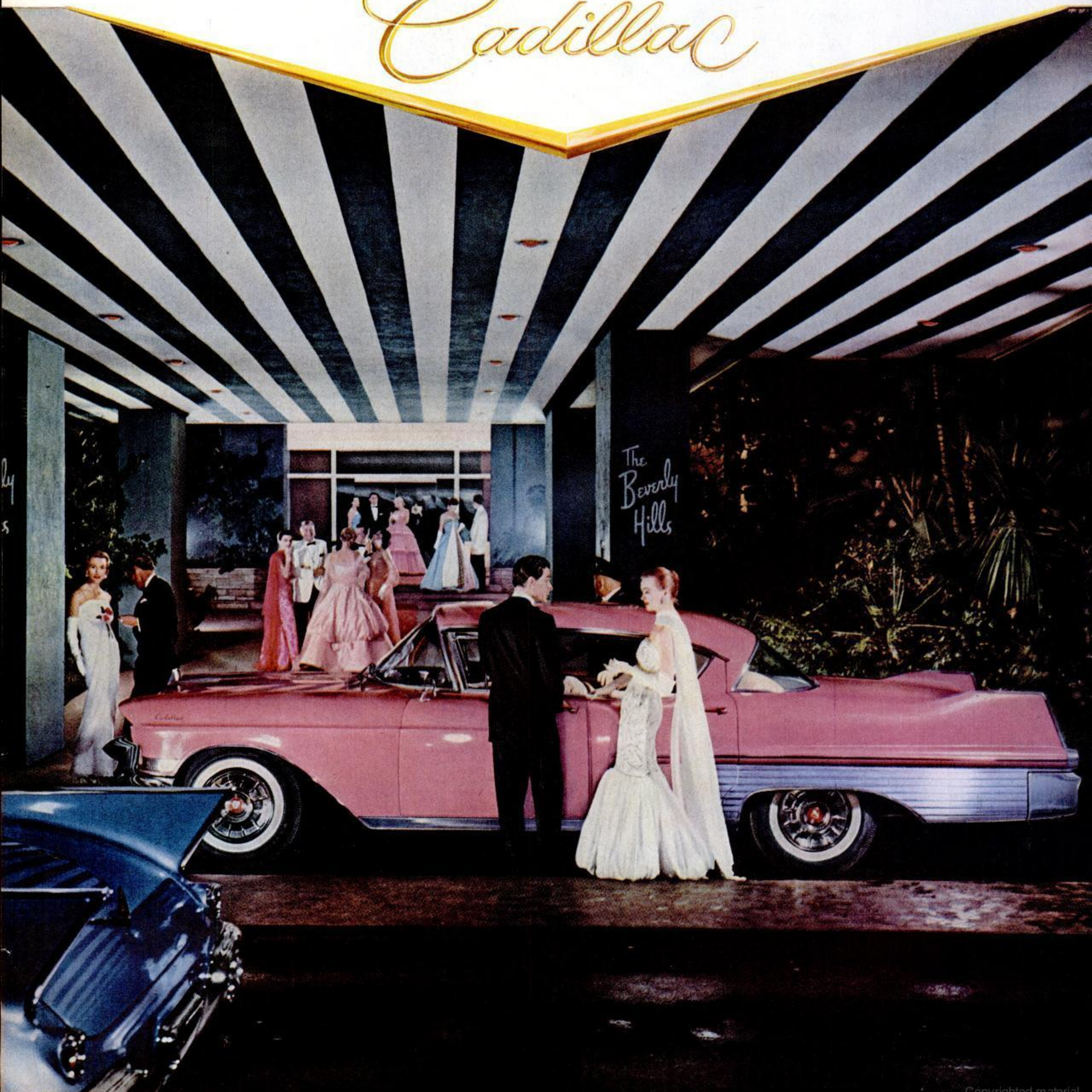
A Single Glance Tells the Story...



...when it reveals a gentleman and his lady in the company of a new Cadillac car. For their Cadillac tells you—instantly and eloquently—almost everything you might want to know about them. It tells you, for instance, that they are probably the kind of people you would enjoy knowing—for Cadillac owners, taking them by and large, are *fine* people, who have come to Cadillac out of their personal standards of taste and judgment. It tells you that they are likely to be people of character and substance—for Cadillac

owners traditionally represent the higher phases in every field of human endeavor. And it tells you that they are people of unusual practical wisdom—for Cadillac owners, in selecting the “car of cars”, make the soundest investment in all motordom. Why not visit your dealer soon—spend an hour at the wheel—and discover for yourself the many wonders of Cadillac ownership? He’ll be happy to show you—at any time—what a revealing picture *you* and *your* Cadillac would present! CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac



SPORTS

FIREBALL BOOMERANGS AT \$1 MILLION PLAYER



AS SCORE LIES CLUTCHING HIS FACE, CATCHER JIM HEGAN RUSHES TO HIM



BLEEDING FROM HIS EYE AND BROKEN NOSE, SCORE IS GIVEN FIRST AID BY CLEVELAND TRAINER WALLY BOCK AS TEAMMATE ROCKY COLAVITO HOLDS HIS HEAD



HEAVILY BANDAGED Score describes blow to reporters in dressing room before leaving for hospital.

Pitch batted back at Herb Score threatens his eyesight and career

Because of his blinding fast ball and his youth (he is 23), Herb Score of the Cleveland Indians has been considered the most valuable pitcher in baseball. The Boston Red Sox offered \$1 million for him, the highest bid ever made for a player. Last week Score's speed boomeranged cruelly and he lay crumpled on the mound, his eyesight and his baseball future in danger.

Yankee batter Gil McDougald drove one of Score's fast balls directly back at him. Score, whose follow-through leaves him off balance, was unable to protect himself and the ball struck him in the right eye. He had been hit often but never in so frightening a place. Although medical reports grew optimistic about his regaining use of the eye, there were doubts about when he would pitch again and how well.



ANXIOUS YANKEE Gil McDougald, whose drive hit Score, meets Yogi Berra (left) at the hospital.



READY FOR TAKE-OFF, X-13 hangs by its nose hook from cable stretched across launching platform. Long tube protruding from nose holds two instruments which measure plane's yaw, pitch and angle of attack. When plane lands,

its nose is hooked back onto cable. Combat versions of this model could dispense with platform and land on cable stretched between two trees. Blackened area on concrete behind plane is asphalt which was melted by jet blast in engine test.

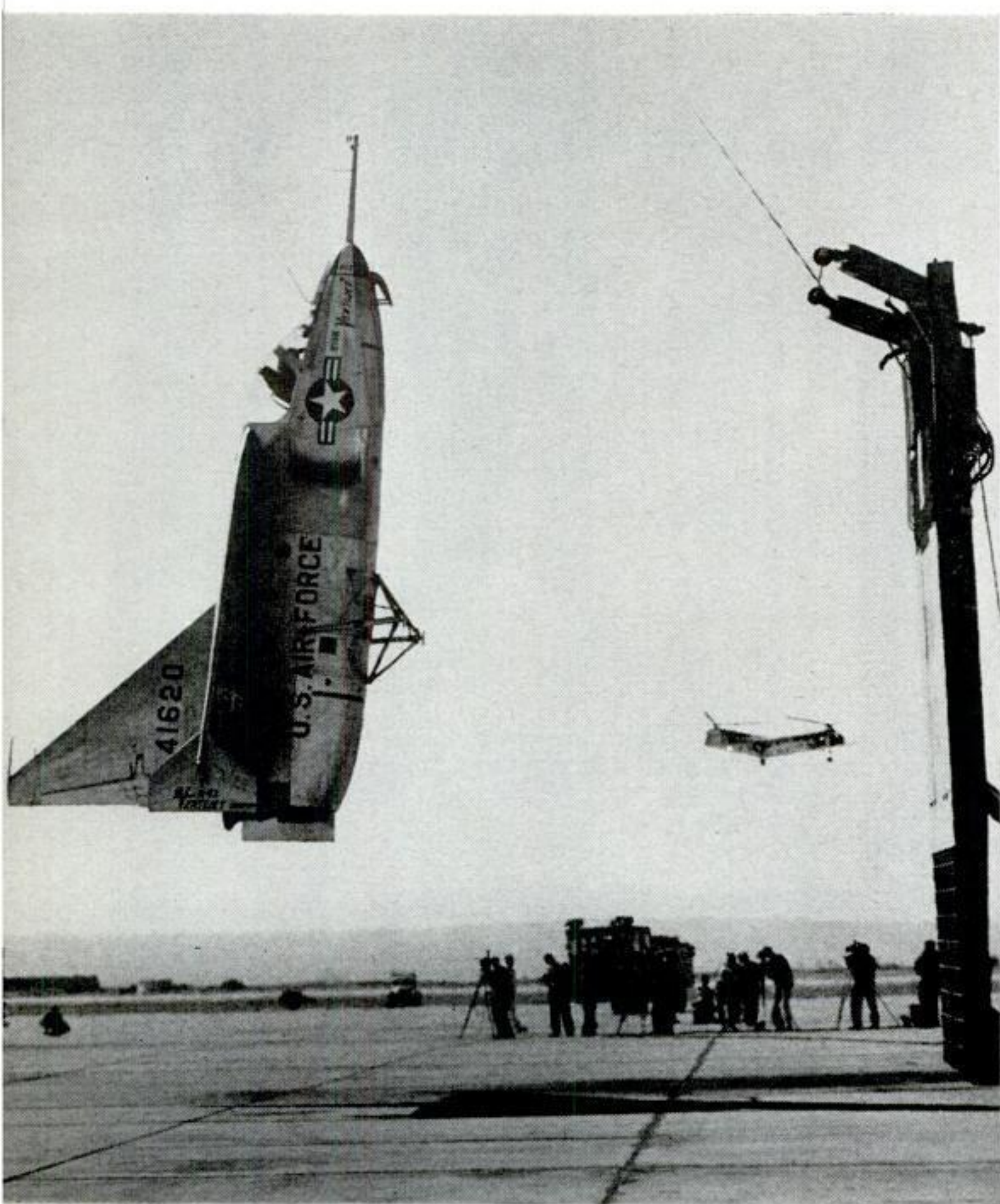
THE NEW VERTIJET'S STRAIGHT-UP FLIGHT

X-13 takes off like a rocket, then lands tailfirst

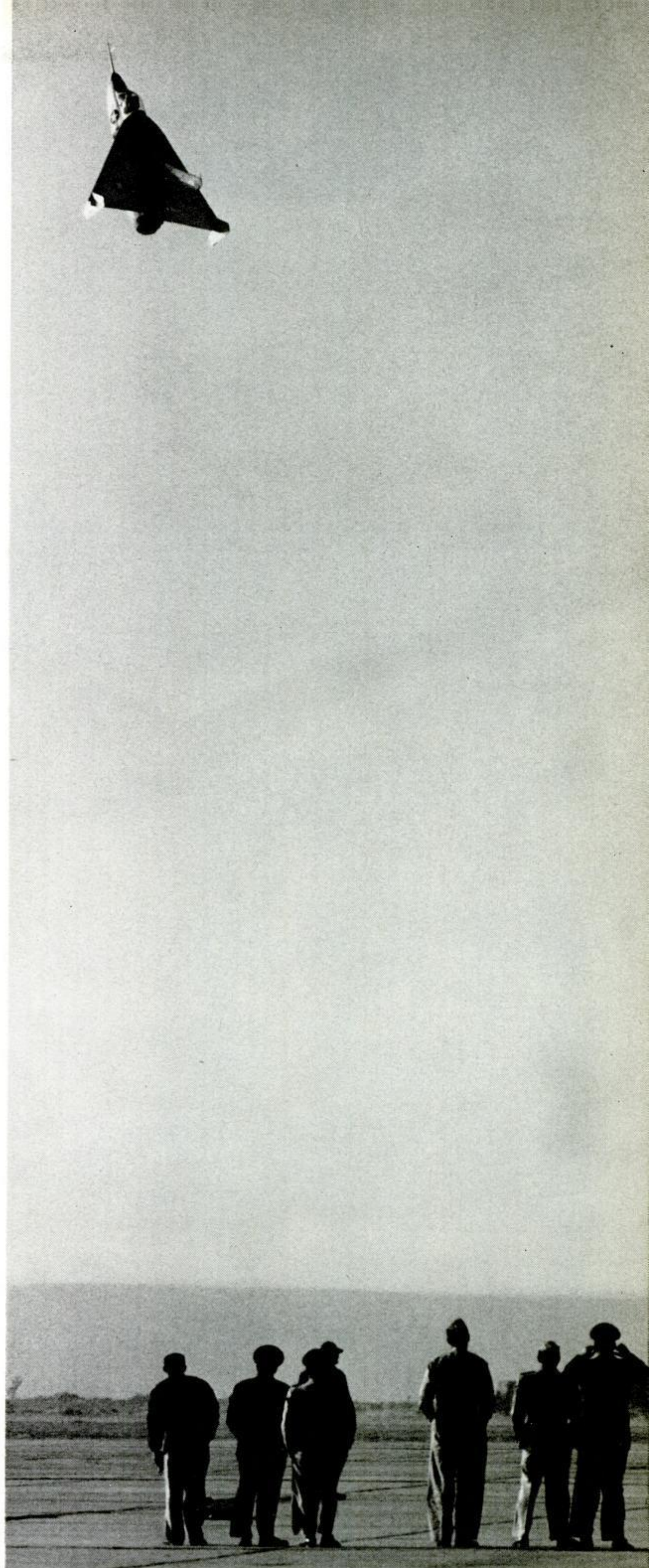
The officers and engineers who gathered at Edwards Air Force Base in California one morning last month could scarcely believe their eyes. The jet plane they had come to see had no landing gear. Instead of standing on a runway, it dangled from its yellow-colored launching platform like some monstrous bat. Its pilot stared straight up into the sky. The powerful jet engine in its tail roared straight down at the ground and sent stray pebbles whipping like bullets across the field.

The plane slowly lifted itself off the platform and backed away, balancing itself on its powerful jet exhaust like a ballet dancer (*see cover*). Then it climbed straight up and nosed over into conventional flight (*p. 138*). When the flight was over, it backed down to the ground for a landing. The whole demonstration took only 20 minutes but it made aviation history: the X-13 Vertijet, the world's first jet VTOL (vertical take-off and landing) aircraft, had completed its first full flight. Last week these pictures of the event were released by the Air Force.

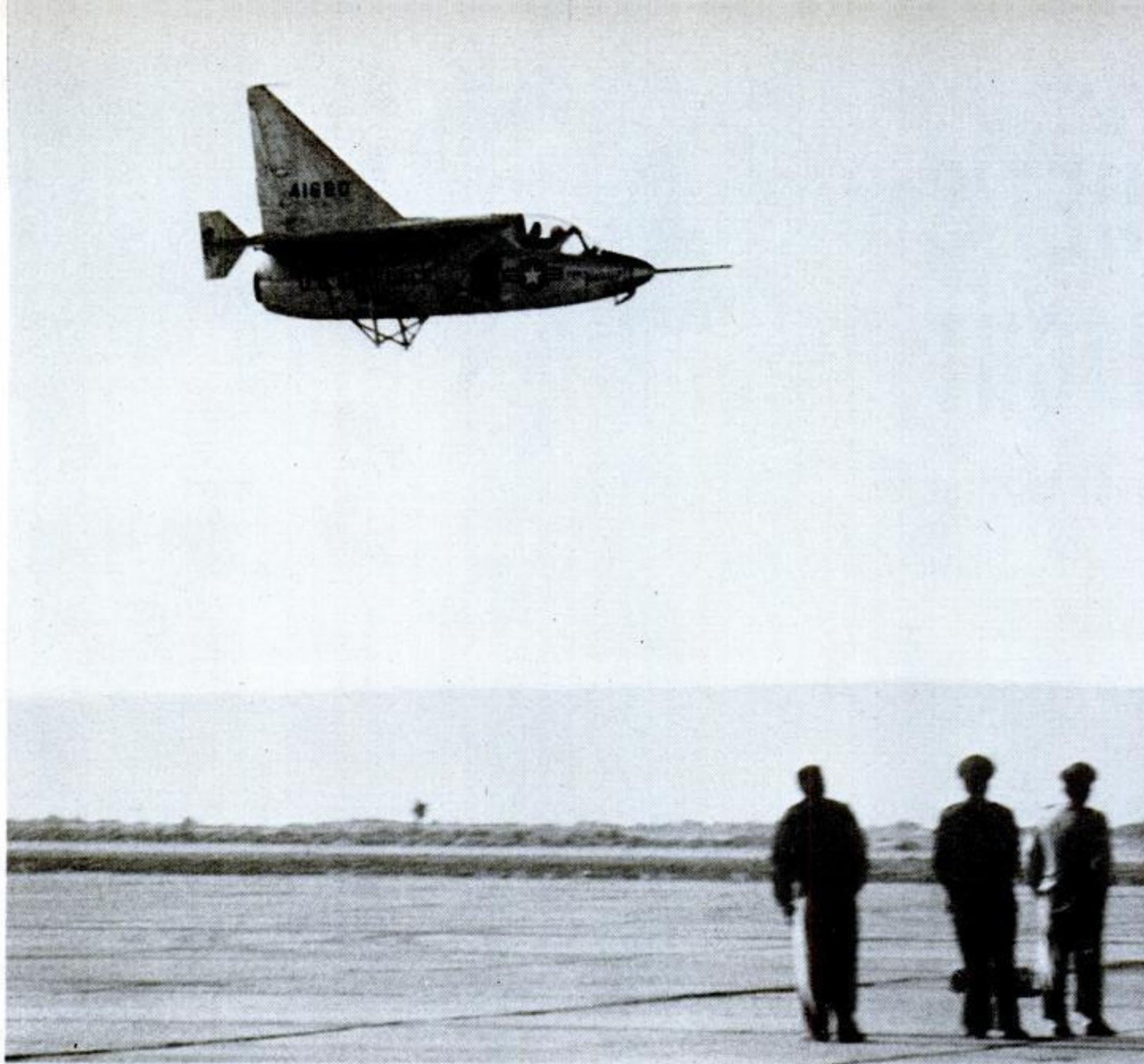
Radical as it looked, the X-13's performance was based on a simple principle: the plane's weight (which is secret) is less than the thrust of its engine. At full throttle the X-13 is propelled through the air like any jet plane. But when the power is cut back to the proper point, the jet blast is just strong enough to balance the plane's weight in mid-air in a stationary position. The biggest problem is to keep it from toppling over during take-off or landing as it hovers above the ground on its tail. The pilot avoids this by using his stick and throttle to deflect a portion of the exhaust away from the ground and into the air. This keeps the plane in balance and moves it toward or away from the launching platform.



HOVERING like a hummingbird after backing away from its platform (*right*), the plane balances on its tail exhaust before soaring off into the air. The platform can be folded down after landing and used as a trailer to carry plane away to hangar.

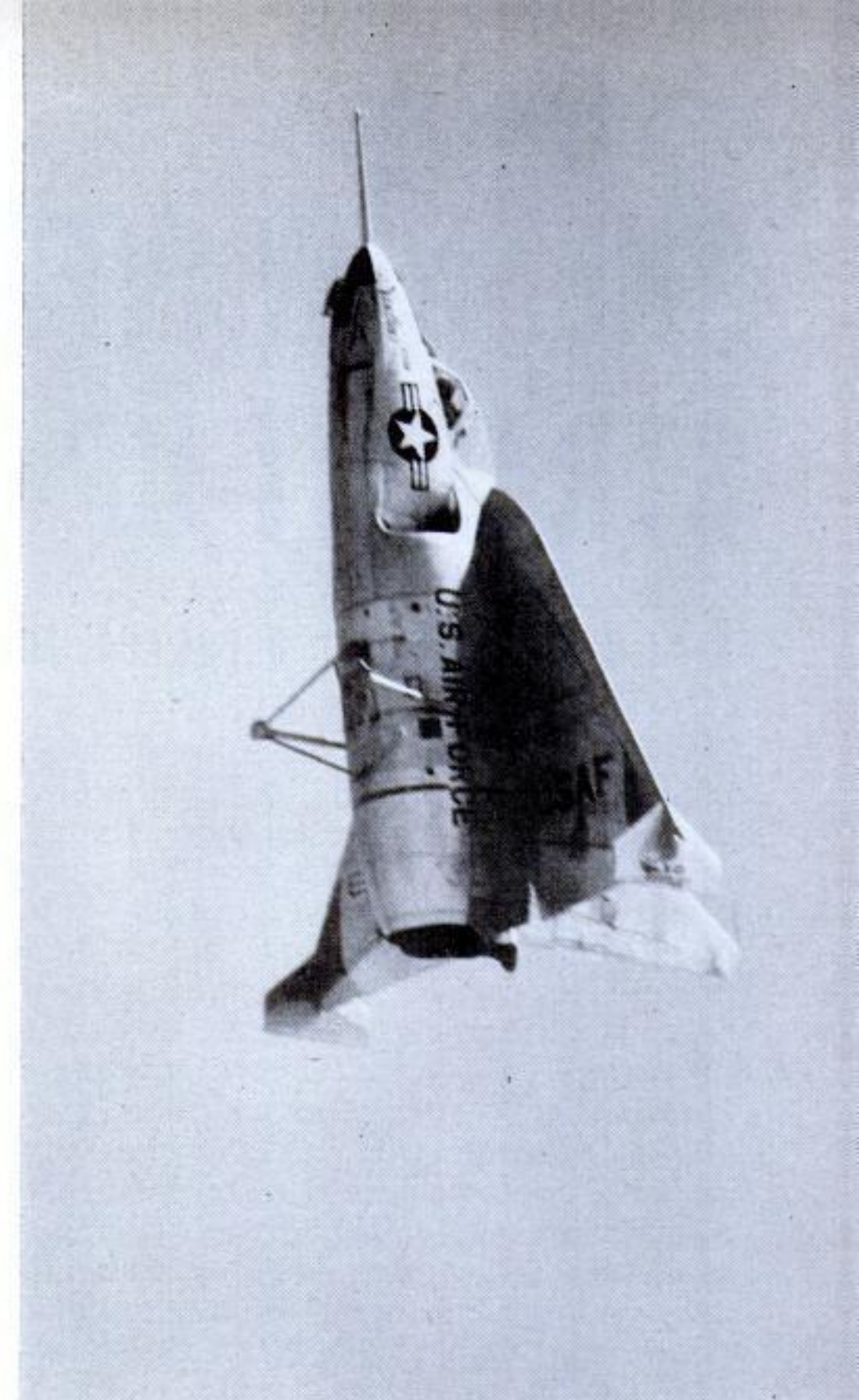


AT FULL SPEED, the delta-wing X-13 gains altitude after its take-off. In research tests it has flown as high as 20,000 feet at speeds over 400 mph. Combat versions of the Ryan plane would be supersonic and could fly still higher.

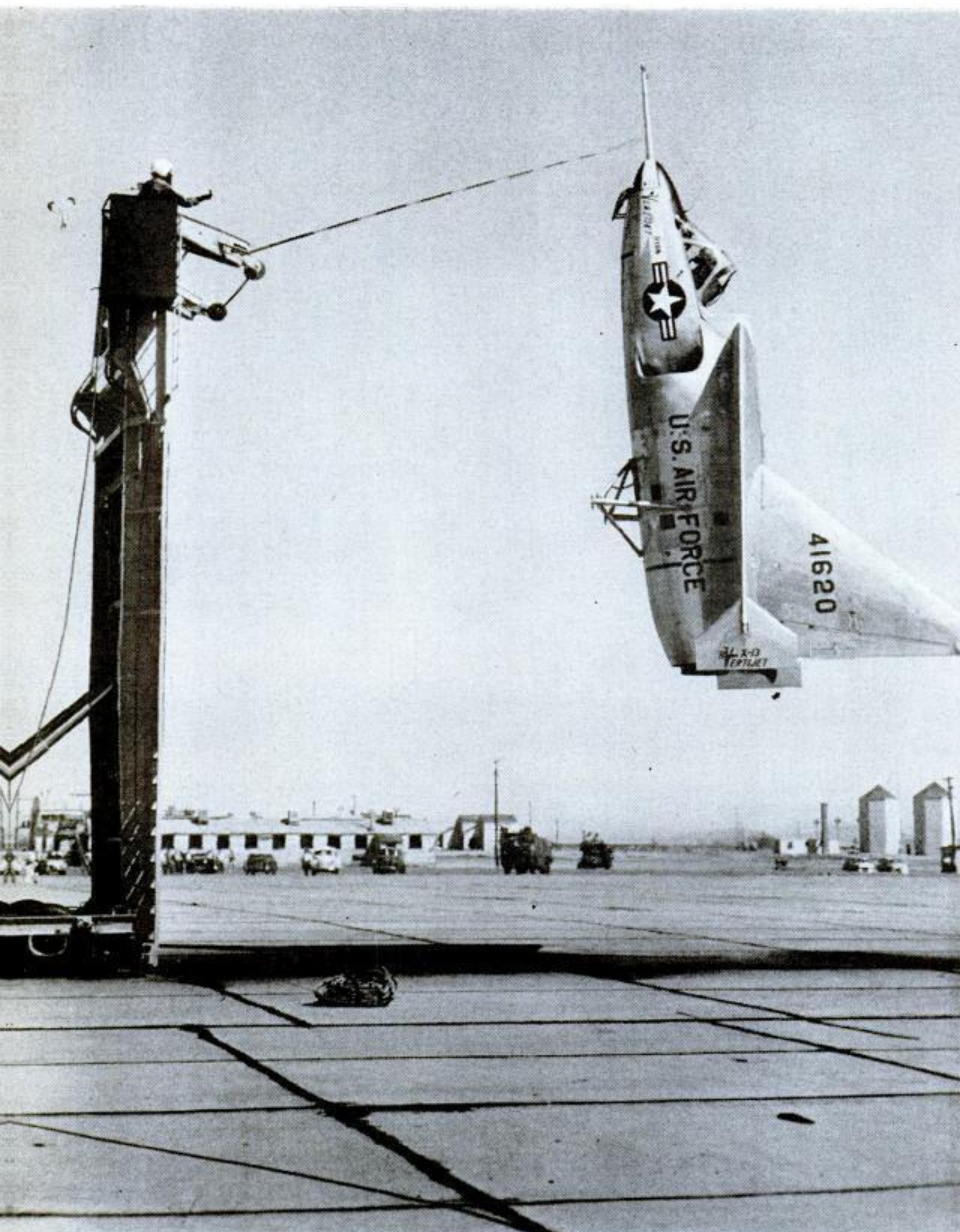


IN LEVEL FLIGHT the X-13 makes a low pass over the Edwards AFB field for the benefit of observers. The pilot makes the transition to horizontal flight

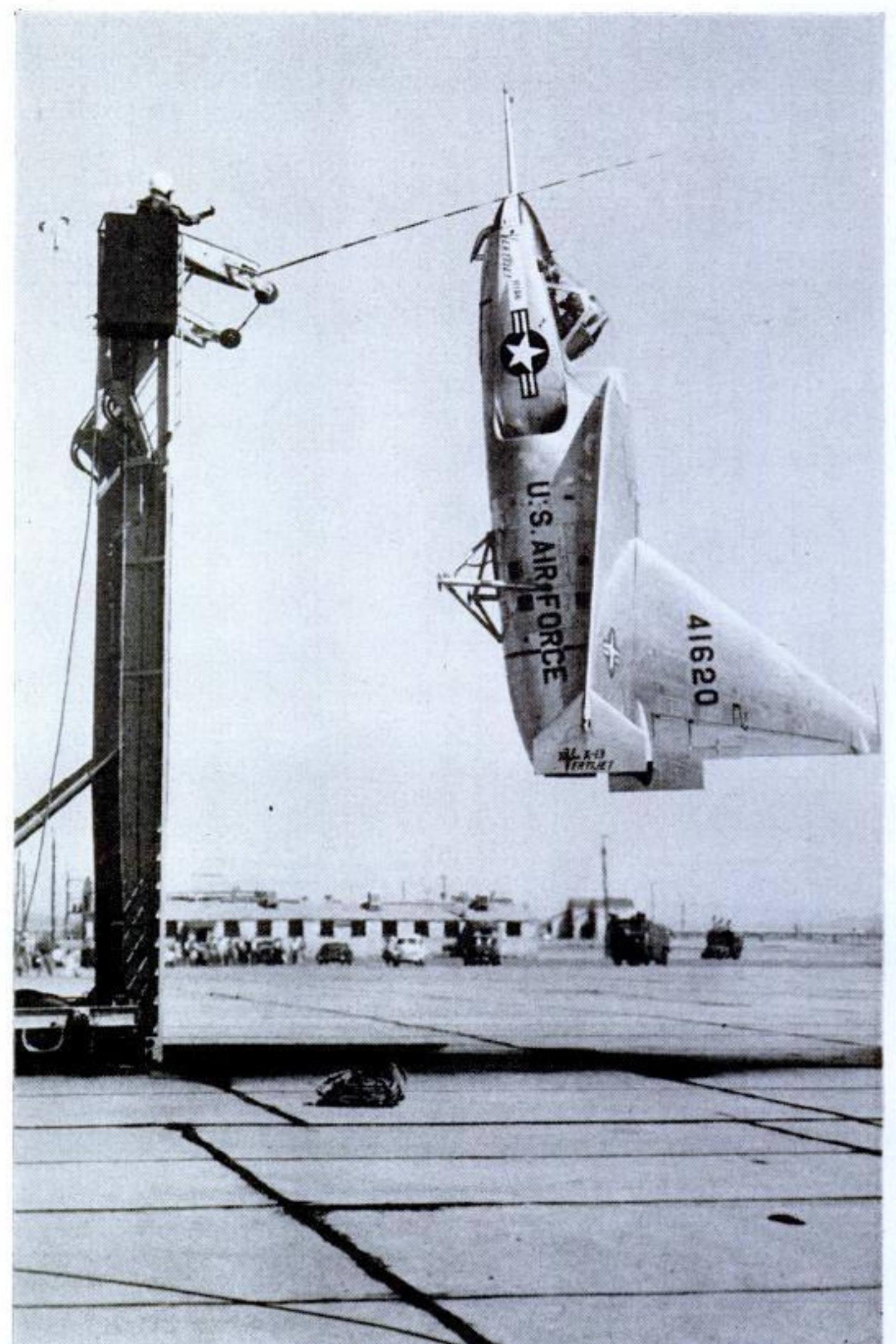
by tipping the plane's nose forward and switching to a second control system for conventional flight. After this pass he regained altitude before landing.



DESCENDING for a landing, plane slowly backs down its jet exhaust which pilot gradually reduces in thrust until plane can hook onto its landing cable.



SEARCHING FOR CABLE, which is stretched between arms of the platform to receive landing hook under plane's nose, pilot hovers 10 feet off the ground and slowly works his way in until he sees protruding bamboo guide rod on platform.

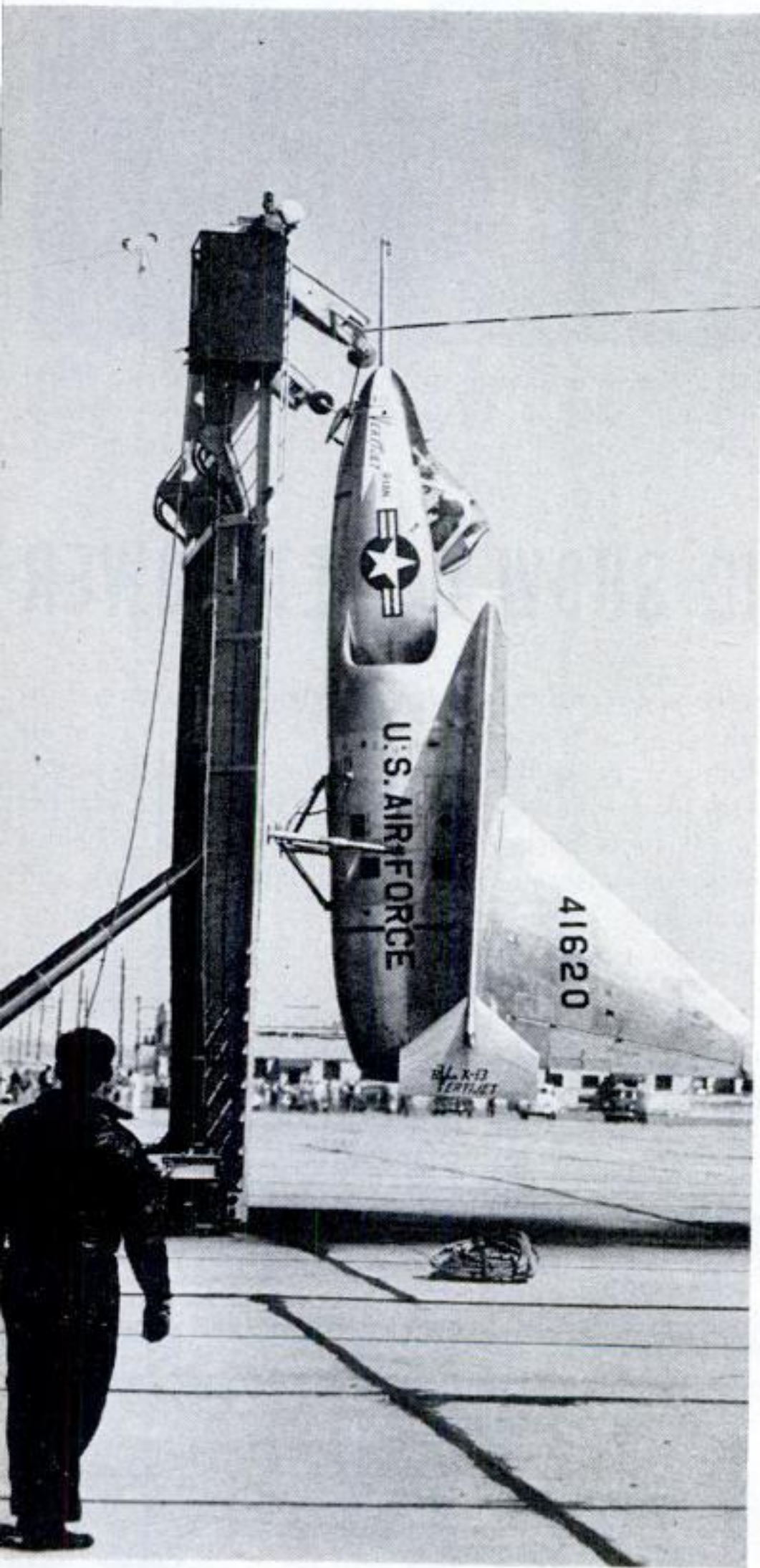


MOVING IN toward platform, pilot, who cannot see the nose hook, sights along the bamboo rod to line the hook up with the cable. He does see signals from landing officer in crow's nest who tells him whether he is too high or too low.

A BACKWARD LANDING ON AN UNSEEN HOOK

The X-13 Vertijet is a research aircraft built for the U.S. Air Force by the Ryan Aeronautical Company of San Diego to prove the feasibility of jet vertical take-off and landing. For test purposes, the speed of the plane is subsonic. But unlike earlier VTOL planes like the Convair "Pogo," which was propeller-driven, the Ryan X-13 is probably the forerunner of a supersonic jet combat plane which could climb to a high altitude to intercept attacking enemy planes. Stripped of the weight of the landing gear and flaps carried by conventional planes, it could climb faster than the interceptors now in use.

Combat planes built on the principle of the X-13 could revolutionize aerial warfare. Vertijets would not need the long deck of an aircraft carrier but could take off from the railing of smaller, less vulnerable Navy ships. On land they could be flown into action anywhere without waiting for construction of the huge airfields that ordinary jet fighters now require. This would allow the Air Force to disperse the VTOL jets over a wide area in safe hiding places.



HOOKE ON, the pilot cuts his engine and the plane comes to rest. Framework on the plane's belly keeps its fuselage from smashing into the platform.



THE HIGH SIGN for a successful test is signaled to Ryan Test Pilot Pete Girard, whose seat is slanted forward during plane's vertical flight. It swings back

to a normal position when the plane is in level flight. A bomber pilot in World War II, Girard says that the X-13 "is easier to handle than a helicopter."

**READY FOR
SOMETHING BETTER?**

For the lighter highball, cocktail or mixed drink...

Change to **CORONET VSQ BRANDY**

...Millions have, you know!



BRANDY DIST. CO., N. Y., N. Y., CALIFORNIA GRAPE BRANDY, 84 PROOF

Vertijet CONTINUED



GAWKING GUESTS at firepower show point in all directions as four F-100 jet fighters, the "Thunderbirds," do precision acrobatics. Planes whizzed past so fast that many spectators lost them completely in the bright sun.

A PUBLIC SHOW OF JET POWER

While the Air Force was preparing last week to release pictures and information about the X-13, it invited a crowd of 6,500 people from all over the U.S. to Eglin Air Force Base in Florida for an aerial firepower demonstration of the planes it has already accepted for combat. Fighter planes went through their paces, firing rockets, dropping napalm and bombs before the grandstands. Bombers refueled in mid-air and dropped more bombs. But the show's biggest news was made by a big jet bomber which proved it could perform like a small jet fighter (p. 142).



GAPING GENERALS are John Henebry (left), president of the Air Force Association, and Robert Burns, commander of the Air Proving Ground Command at Eglin, which tests every type of Air Force plane destined for combat.

CONTINUED

The Standard of Excellence on Five Continents

Longines

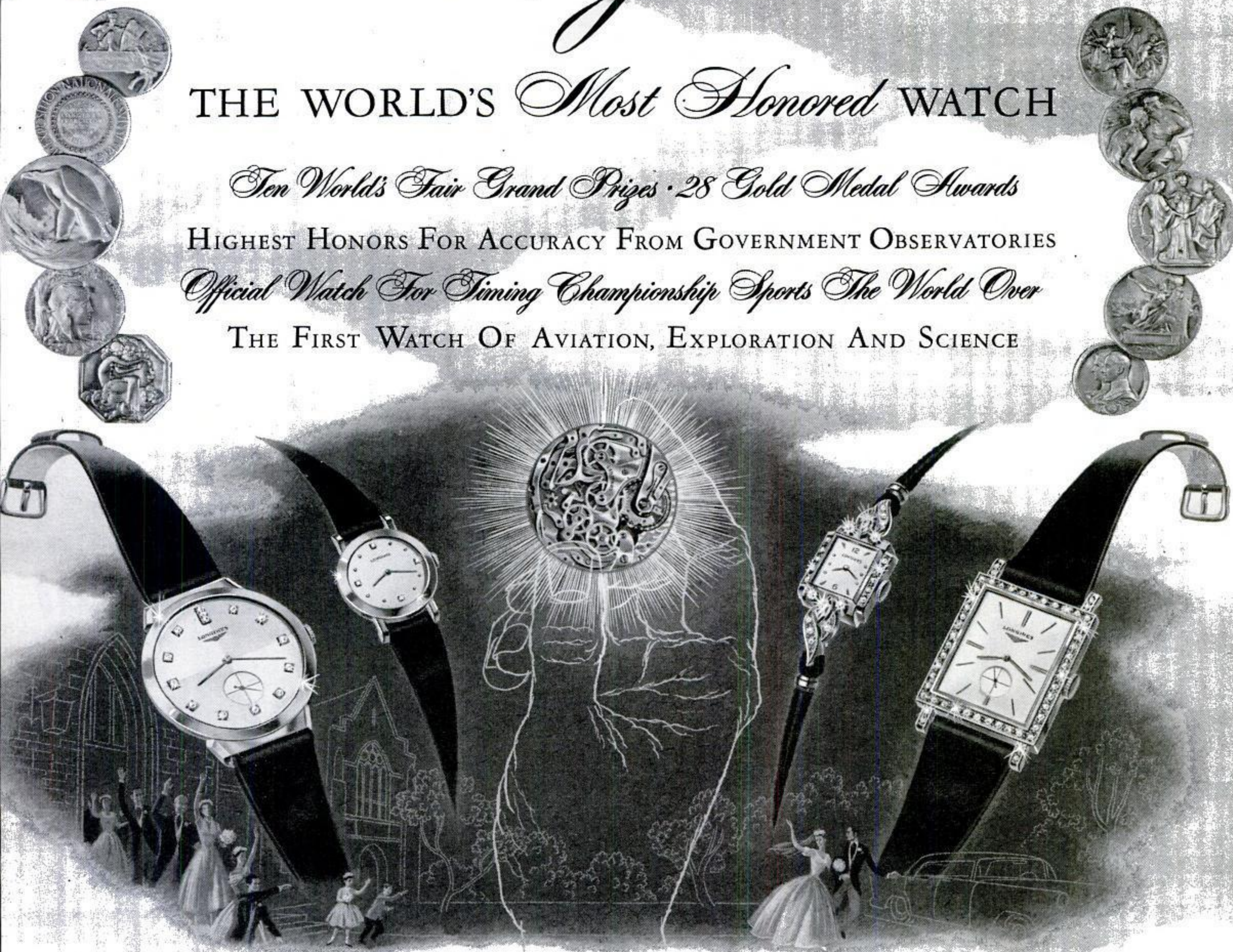
THE WORLD'S *Most Honored* WATCH

Ten World's Fair Grand Prizes · 28 Gold Medal Awards

HIGHEST HONORS FOR ACCURACY FROM GOVERNMENT OBSERVATORIES

Official Watch For Timing Championship Sports The World Over

THE FIRST WATCH OF AVIATION, EXPLORATION AND SCIENCE



Longines Watches At The Wedding

It's an old and lovely custom...on the wedding day, bride and groom present Longines watches to each other. For this wedding season, there's a new collection of Longines watches in festive styles to mark the day with golden hours. These handsome Longines "couples" vow constancy in time-keeping, as do all Longines watches. Surpassing excel-

lence, elegance and prestige make Longines the perfect gift watch for any occasion...for a wedding, an anniversary, a birthday, or just to say "I love you". And, though the Longines watch you select costs as little as \$71.50, in the whole wide world there is no watch of finer quality. Your Longines-Wittnauer Jeweler will be *honored* to serve you.

Longines diamond watches—at the wedding and through the years, a cherished symbol to mark the happy hours. Left to right: Rajah—14 diamonds set in the dial, 14K gold case, \$275; Diamond Eldorado—14K gold case, 4 dia-

monds, \$150; Starlight Splendor—magnificent 14K gold case set with 22 round and 2 marquise diamonds, \$475; Diamond Signet—the 18K gold case is fully paved with 52 diamonds, \$495. Movement shown: Longines Olympic Timer.

Longines-Wittnauer Watch Company

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER



MODEL "88"

Stay High and Dry

with an
**O-Cedar
Sponge Mop**

*No Bending...
No Wet Hands!*

"Push-Pull" V-Action squeezer works from the handle... rinses sponge clean in smallest pail. Big 11 inch sponge with O-Cedar's exclusive "wonder-working angle" covers $\frac{1}{3}$ more floor area. All metal parts fully chrome plated for longer service. *Guaranteed for five full years...* costs only \$5.95.

Get an extra sponge refill for waxing floors and special cleaning jobs. Available everywhere—only \$1.79.



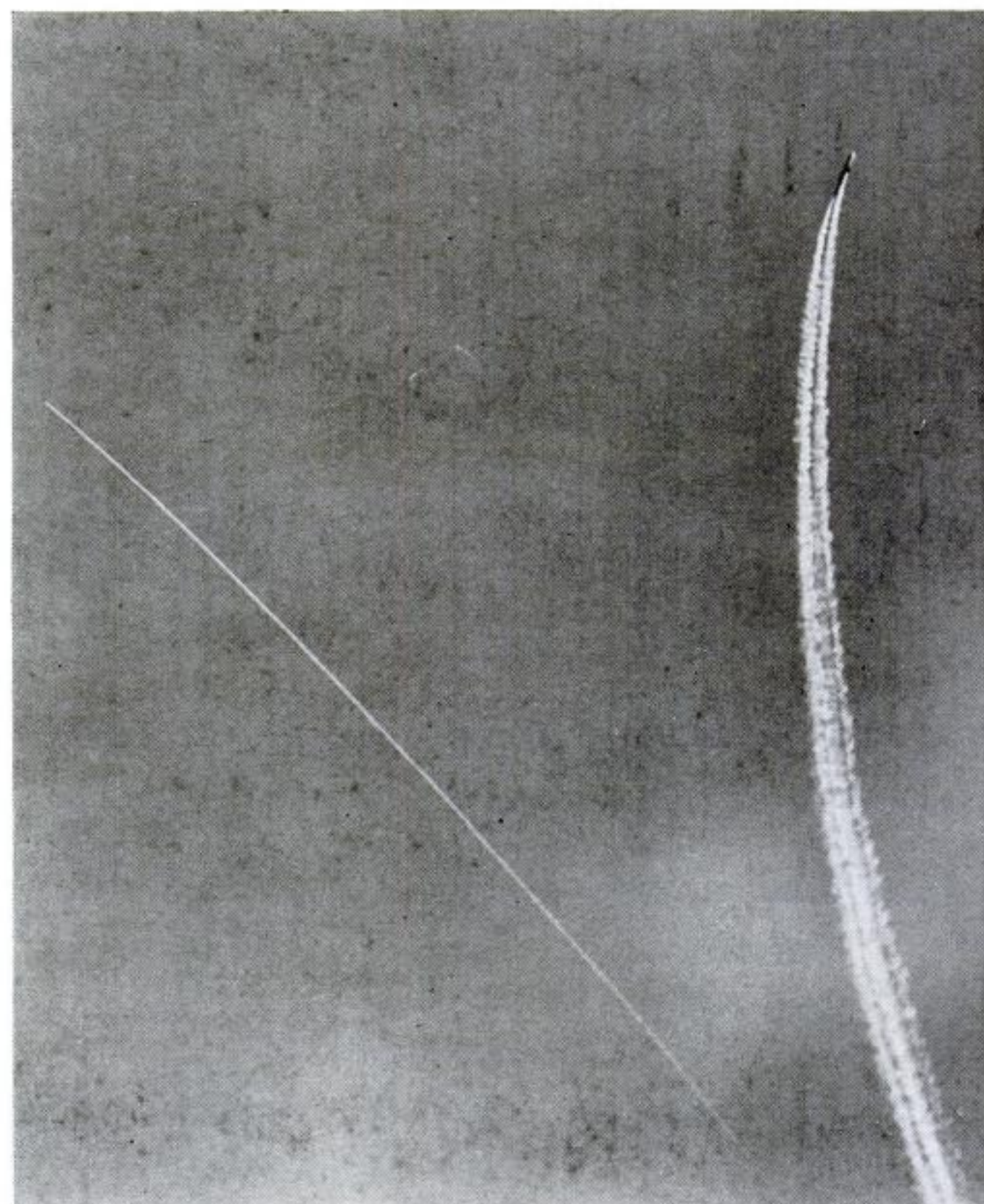
O-CEDAR
Chicago, Illinois—Division of
AMERICAN-MARIETTA COMPANY
O-Cedar of Canada, Ltd., Stratford, Ontario



Vertijet CONTINUED

NEW TOSS-BOMBING TECHNIQUE

The most up-to-date technique of dropping bombs is called "toss-bombing." Instead of coming in level, the plane goes into a steep climb before it reaches the target. It tosses the bomb outward and upward and then noses over into a back half-loop to escape enemy fire and the blast of its own bomb. At Eglin two fighters and a light intruder bomber demonstrated how it is done. Then, not to be outdone by 20-ton fighters, a 100-ton B-47 Stratojet medium bomber showed for the first time in public that it can perform the same tactical maneuver (*below*).



RELEASING THE BOMB, which is marked by the smoke trail at the left, the B-47 climbs straight up to begin a back half-loop. The big plane flew off to the right on its back while the bomb soared away in the other direction.



BOMB BURSTS in the air well out of range of the B-47 which had dropped it and then looped out of the way. Planes on the ground are obsolete B-29 bombers which were used as targets in show for rockets fired by jet fighters.



COOLS

AN ENTIRE HOUSE



Admiral®
2-H. P.

SLIM
LINE **Window
Air
Conditioner**

- 4 Full Circle Directional Air Louvers for draft-free cooling
- Designed to fit any standard window
- "Hideaway" Control Panel opens at a touch
- Much lower price than expensive central systems

See Admiral's complete line of Air Conditioners

ANOTHER **Admiral** FIRST



HAT BY SALLY VICTOR

because *you* are the very air he breathes...

He's yours, and you *know* it. It's love, and you *show* it. What fabulous fun, being female, at a time like this! Don't let anything mar this moment. Double check your charm every day with VETO...the deodorant that drives away odor...dries away perspiration worries. (Remember, if you're nice-to-be-next-to... next to *nothing* is impossible!)

VETO is for you in more ways than one



Cream



Spray



Stick

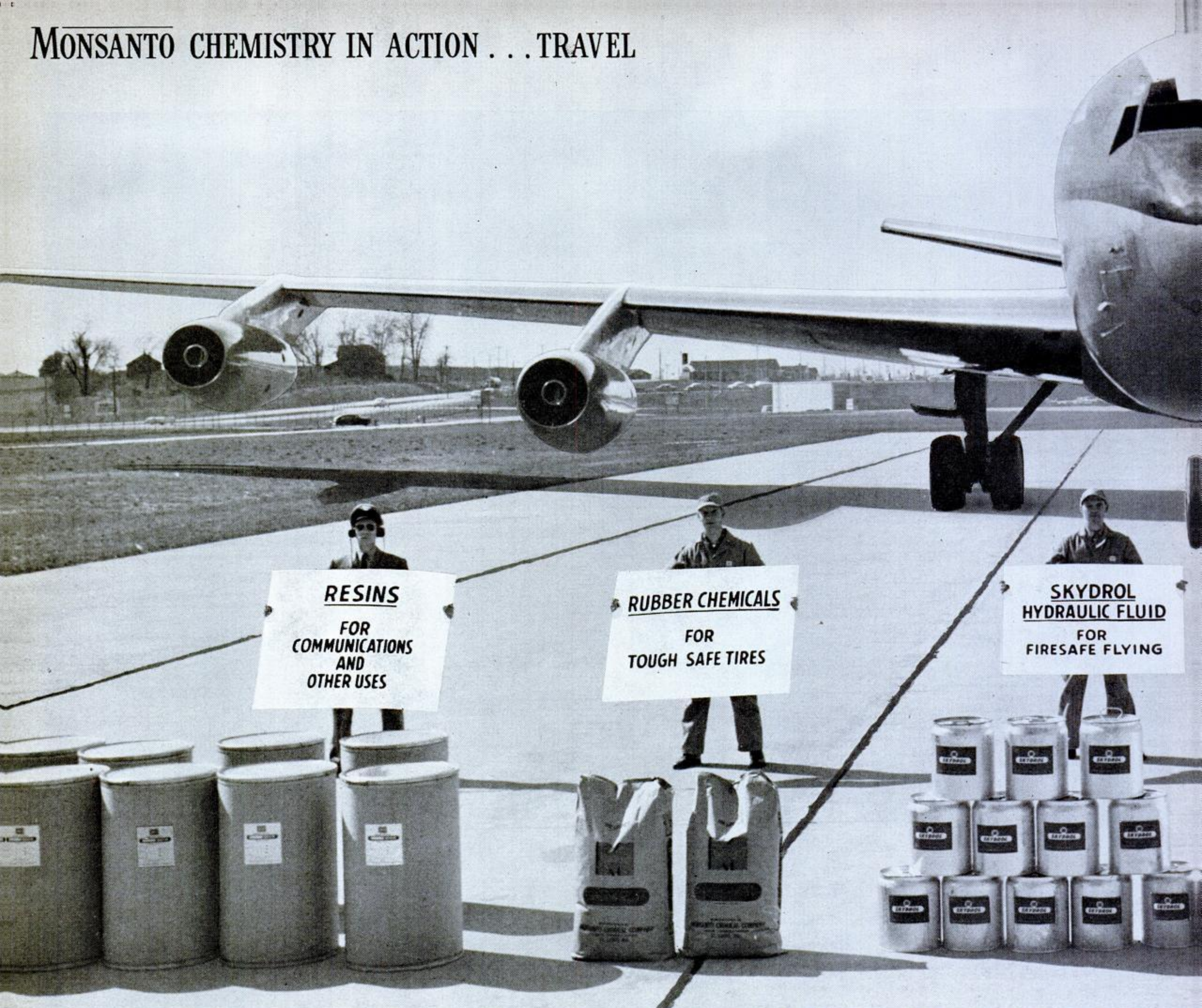


Aerosol Mist



One touch of VETO
dries away perspiration worries!

MONSANTO CHEMISTRY IN ACTION . . . TRAVEL

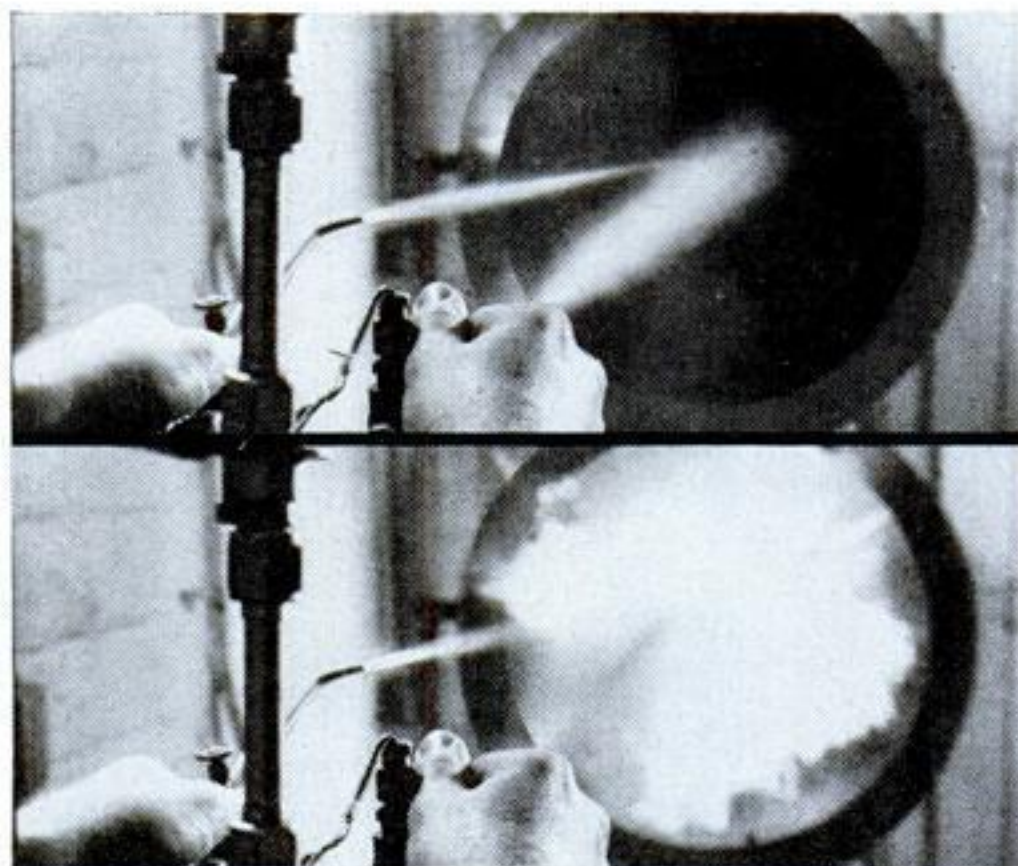


HERE ARE SOME OF THE CHEMICALS THAT HELP MAKE MODERN TRAVEL POSSIBLE—NEARLY 3 TONS, FOR EXAMPLE, IN THE BOEING 707 JET

MONSANTO CHEMICALS—BY THE TON—



SMOOTHER, SAFER HIGHWAYS. Monsanto asphalt, phosphates to aid cement production, Penta to preserve wood posts and guardrails, paint chemicals for wear-resistant traffic markers—help build safer, smoother highways.



SAFETY FROM FIRES IN FLIGHT. Hydraulic fluid ignites and burns (bottom) in blowtorch flame. Firesafe Skydrol (top) does not. Skydrol is hydraulic-fluid choice of 34 major airlines; powers landing gear, other key parts.

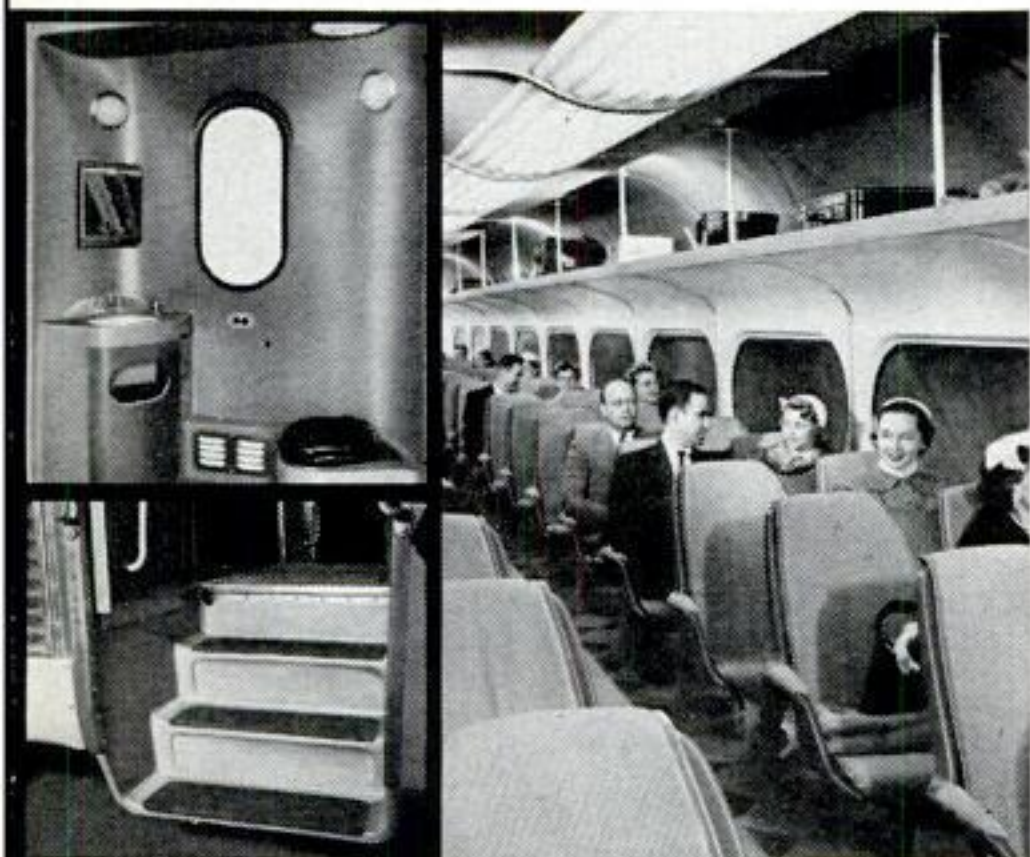


LIGHT AND LOVELY LUGGAGE. Monsanto vinyl plastic over sturdy metal gives high-style luggage a finish that looks and feels like leather and is scuff-proof, fade-proof and waterproof. Many colors and textures available.



AIRLINER—TO MAKE STURDIER RUBBER; TOUGHER PAINTS; STRONG, LIGHT PLASTICS; FLUIDS THAT WORK SAFELY AT EXTREME HEAT AND COLD

HELP A HURRYING NATION GO PLACES



NEW LIGHT TRAIN. Budd Pioneer has seats, steps, wash-room units molded of glass fiber reinforced plastic with Monsanto resin chemicals and plasticizers. Light, low-cost plastic has no seams or joints; won't rust, corrode, fade, chip.



NO FLYING GLASS. Boy is safe behind clear, strong safety glass made with tough Monsanto transparent plastic "sandwiched" between two sheets of glass. Monsanto also developed eye-resting color gradation for auto windshields.

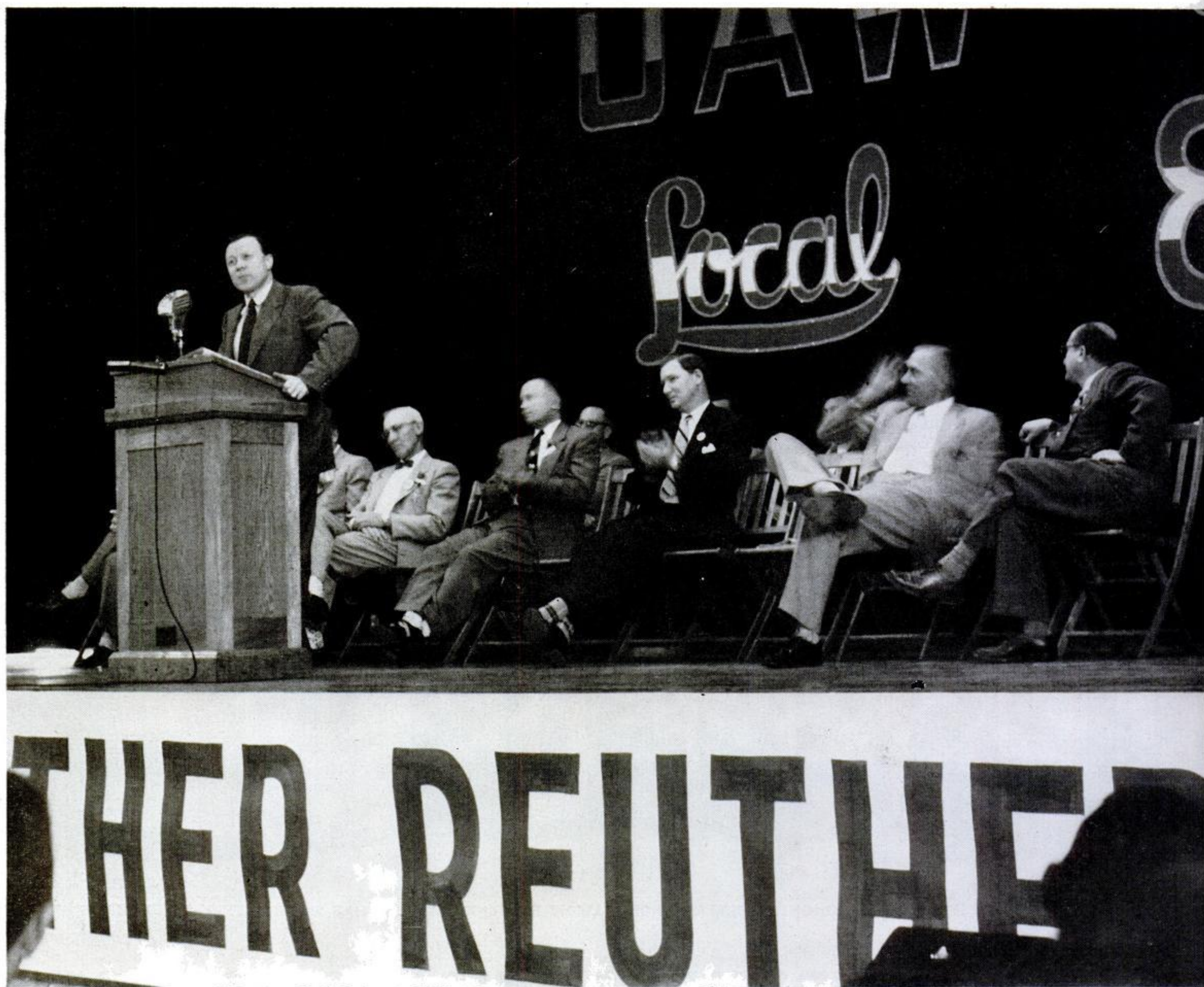


WHERE CREATIVE CHEMISTRY WORKS WONDERS FOR YOU

MANUFACTURERS: If you are interested in any of these materials—are considering ways to use them in your businesses—or want more information, write Industrial Service Department, Monsanto Chemical Company, St. Louis 4, Missouri.

Skydrol: Reg. U. S. Pat. Off.

A LONG STRIKE'S HUMAN



THROWING THE FORCE AND PRESTIGE OF HIS INTERNATIONAL UNION BEHIND STRIKERS, U.A.W. PRESIDENT WALTER REUTHER ATTACKED HERBERT KOHLER

Neither side stands to win the battle of Kohler, which for more than three

An enormous mess, not just an everyday, run-of-the-mine botch, requires good, strong men to produce. Weak men lack the courage and tenacity of purpose, the dignity and above all the individualism to produce a well-nigh hopeless shambles. Consequently what is happening in Sheboygan County, Wis., and radiating outward from there to all corners of the nation, is a rare thing. Let there be no doubt about it: these men are the salt of the earth, the backbone of America, and the mess is a large one.

The mess is a labor dispute involving the wealthy, family-owned Kohler Company, second largest manufacturer of plumbing ware in the U.S., and the United Automobile Workers, the second largest union. The U.A.W.'s Local 833 has been on strike against Kohler for more than three years, having begun the fourth year on April 5. This is by far the longest and bitterest major strike in the nation, and there is still no indication as to how, when, or whether it may ever end.

What makes the strike so prolonged and so difficult to settle is the fact that it is not about wages or hours or pensions or hospitalization plans or any other issue that lends itself to arithmetical compromise. It is about principles. And they are not the tepid, flaccid principles

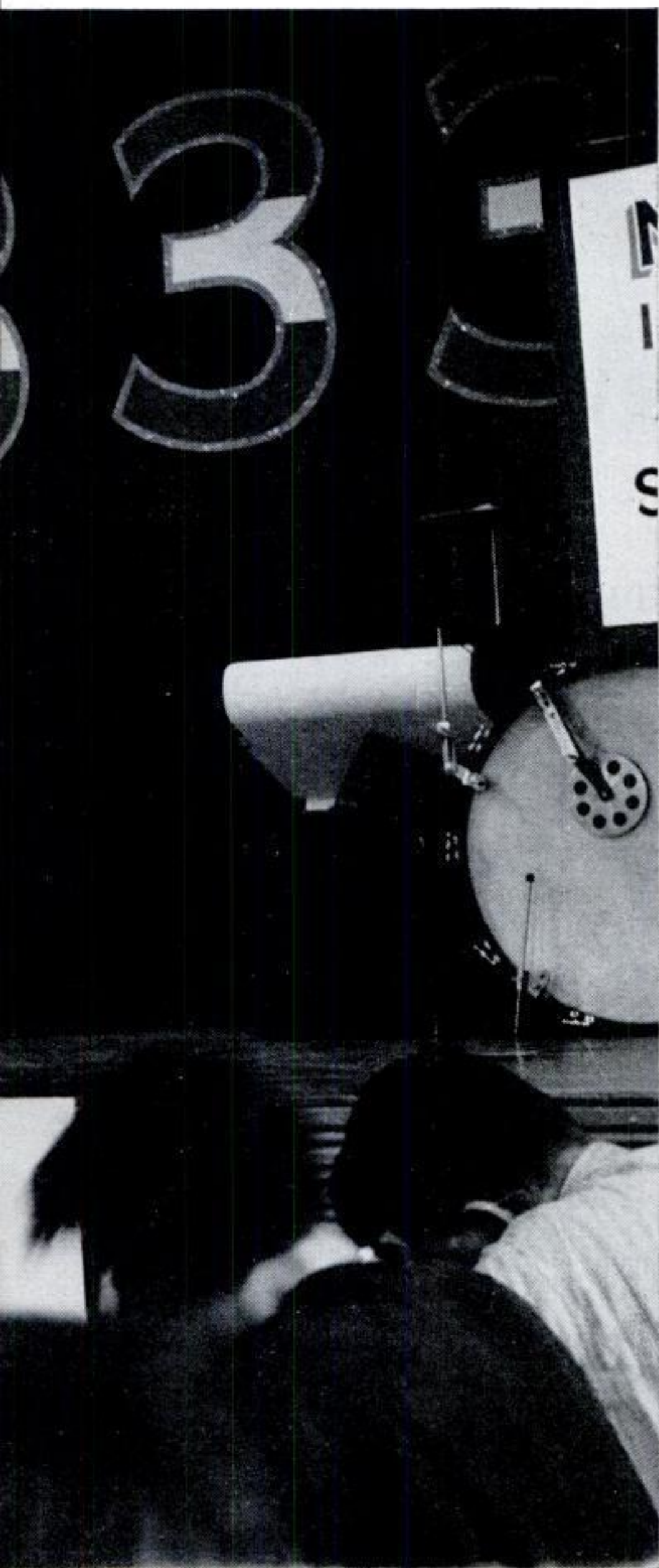
so frequently encountered today but good old-fashioned ones involving no less than human rights and dignity.

There is nothing old-fashioned about the way the strike is being fought. The principal weapon, still not perfected and still fairly ineffective, may be the industrial hydrogen bomb of the future, a fearful device that had always been possible but only became really practical when the C.I.O. and the A.F. of L. merged into one super-union in 1955. The device is a boycott, not local or regional but nationwide, which the striking union, with the help of organized labor throughout the U.S., dropped on the Kohler Company a little over a year ago.

The potential power of such a weapon is enormous: when and if it is fully developed it will be capable of destroying any corporation in the country, even the largest and wealthiest. It will also be capable of destroying any union, since the ruin of an employer is also the ruin of his employees.

In point of fact the boycott is not destroying the company—yet—although it is doubtless causing some trouble and loss of profit. However, if the boycott is pressed into the indefinite future, and if the U.A.W. pumps more money and manpower into it, it may indeed

DAMAGE



AT A RALLY THE MONTH AFTER WALKOUT BEGAN



HERBERT V. KOHLER, COMPANY PRESIDENT, HAS BEEN REUTHER'S STERN, IMPLACABLE ADVERSARY

years has brought violence and hatred to a small town by ROBERT WALLACE

wreck the company. It is a matter of determination, and the leaders of the U.A.W. are exceedingly determined men.

Beyond the issue of the strike and the boycott lies the human damage the strike has caused. In the city of Sheboygan, where most of the Kohler strikers and strikebreakers live, thousands of old friendships have turned into hatreds. During the long strike there have been more than 800 separate acts of violence and vandalism, many of them of the most cruel and disgusting nature—and these are merely the acts that have got onto the police blotter. The private, unrecorded indignities and miseries are numberless.

What sort of people are capable of creating such a large mess?

A name that rings a bell

SHEBOYGAN has a population of about 45,000 and stands on the shore of Lake Michigan about 60 miles north of Milwaukee. The name Sheboygan rings a bell with most people, who feel they have heard of the place in some connection but cannot remember what. Perhaps the connection is to be found in a popular song of some

years ago, which went: "Mention my name in Sheboygan, it's the greatest little town in the world."

The people of Sheboygan are largely of German ancestry with infusions of Dutch and Russian. Their grandparents came to the U.S. to escape political and economic oppression in Europe, the floodtide of immigration having occurred around 1880. They were stolid, long-suffering people, accustomed to hard labor, slow to be provoked—but once provoked, slow to be reconciled. A partial explanation of the bitterness of the Kohler strike lies in this heritage.

The churches are strong in Sheboygan, the strongest being the Lutheran and Catholic. There is very little organized sin in town, or disorganized sin for that matter. In the evening the average citizen has a couple of beers in a tavern and goes early to bed. There are 155 taverns in town, so no man is hard up for a place to put his elbow. One night a week, usually on Wednesday, Sheboygan husbands stay home and watch the kids, of whom there are large numbers, while their wives go bowling, to the taverns, or both. German food, especially Bratwurst grilled on charcoal, is popular.

There are no Communists in Sheboygan, although the accusation



Gosh, I've had it! When my stomach's upset, nothing helps—soda, alkalizers; nothing!

Oh, no—Pepto-Bismol's different. Hospital tests prove it relieves upsets. It's wonderful for indigestion or nausea.

Pepto-Bismol works where soda and alkalizers fail!

For upset stomach, indigestion, nausea, or diarrhea—Pepto-Bismol's special medicinal formula soothes with a gentle coating action. It works both in the stomach and the intestinal tract—where soda and alkalizers never help. For children or adults, this wonderful pink liquid helps control simple diarrhea without constipating.

TAKE HOSPITAL TESTED PEPTO-BISMOL®...AND FEEL GOOD AGAIN!



for this
summer,
fashion says
strapless

for strapless fashions, it's strapless bras
for strapless bras, it's **PETER PAN**

For the finest in strapless bras,
look for the store featuring
Peter Pan's New Collection for Summer!
Peter Pan Foundations, Inc.,

New York • Montreal / Your bustline is your age line—keep young with Peter Pan!



ADVERTISING THE BOYCOTT, signs put up by strikers at convention of union plumbers urge them not to touch products made by the strikebreakers.

KOHLER STRIKE CONTINUED

is sometimes laid on the strikers by people who have no sympathy for them. Take the case of Mrs. Ethel Fesing. Mrs. Fesing was having a beer not long ago in Christ & Elly's Oui Oui Bar, one of the 155 taverns, and talking casually about the strike. Her husband is a striker. As it happened, a non-striker came into the tavern and made what both Mrs. Fesing and her husband, who was present, considered an untoward remark.

"I'll beat his brains out," said Mr. Fesing.

"Oh, no, you won't," said Mrs. Fesing. "I will."

And with that Mrs. Fesing, a lady of considerable muscle, picked up the non-striker, to whom she referred in loud tones as an indelicate scab, and threw him through a screen door. This was done with such violence that although the non-striker landed outside the tavern, his shoes remained inside. Mrs. Fesing is not a Communist. She was just sore.

Stubborn independence, perhaps a little slow to be asserted but asserted with emphasis when at last it is, is a prime ingredient in the Sheboygan personality—which is to say, in the personalities of the Kohler strikers. But the identical ingredient is also prominent in the personality of the strikers' archopponent, Herbert V. Kohler, president and board chairman of the company. He too stems from the rugged Teutonic stock and he too, even at the age of 65, is as tough as an oak post. There may be minor differences in education and other matters, but the principal difference between Herbert V. Kohler and the strikers is that Herbert V. Kohler has all the money. Exactly how much money he has is no one's business, but his personal wealth runs well into the millions and the tangible net worth of his company is about \$40 million.

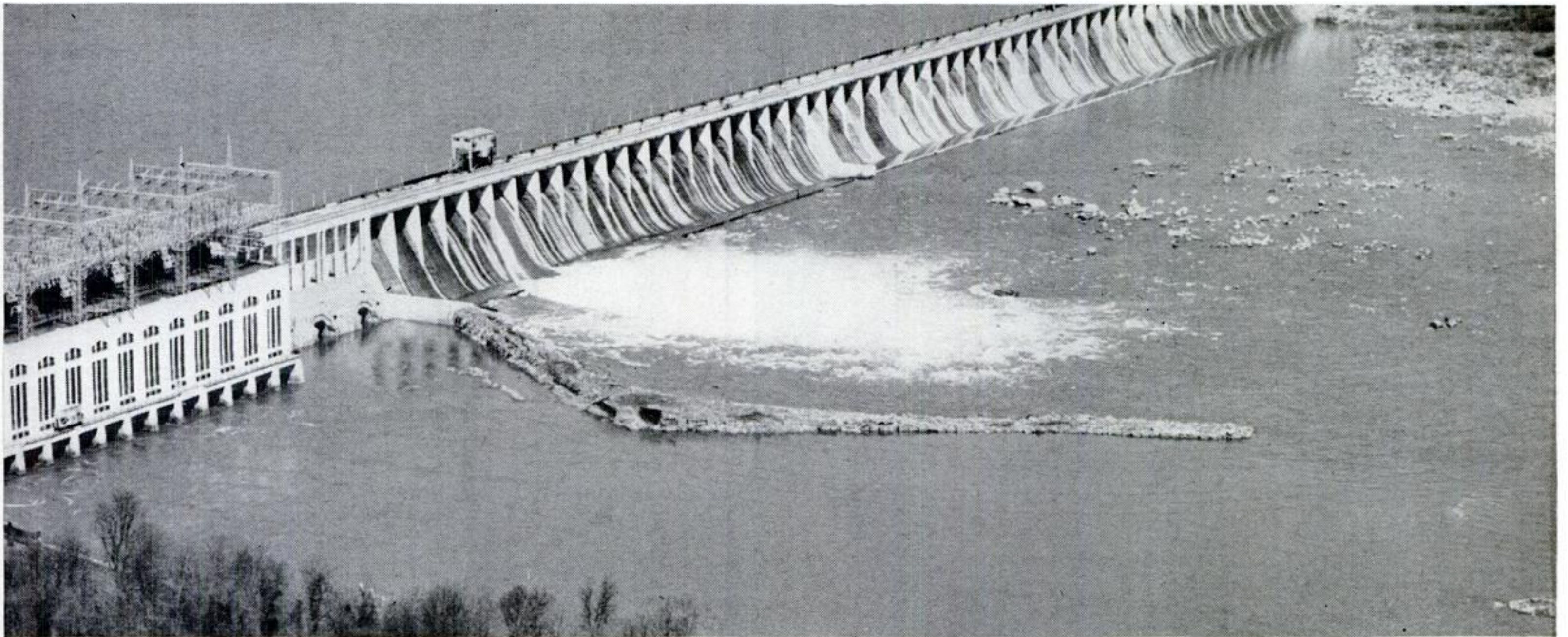
The Kohler family has been prominent in Wisconsin politics, two Kohlers having held the governorship—Walter J. Kohler, Herbert's half-brother, in 1929-30, and Walter J. Kohler Jr., Herbert's half-nephew, in 1951-56. The Kohler Company has also done its part in philanthropies, having given large sums to Sheboygan churches over the years and having donated so much to the local hospital that a new wing was named Kohler Pavilion. "Nobody says Herb is a bad-hearted man," one of the strikers observes. "He's not mean. He just tromps on us out of habit."

For many years the Kohlers, in running their family business, have been sedulous practitioners of old-fashioned paternalism, or father-knows-bestism. The union sometimes refers to this as "benevolent dictatorship," but more often omits the "benevolent." In reply, Herbert V. Kohler stoutly maintains that it is the union which practices dictatorship, the union which tries to tell him how to operate, and that this is a damnable outrage.

The Kohler Company was founded by Herbert's father, John M. Kohler, in 1873. Herbert V. Kohler has been working full time in the company ever since 1914, and much of its growth and success is attributable to his hard work. Is there, he asks, something wrong with success and the accumulation of wealth? Is there some good reason why some outsider should move into his plant and tell him what to do—particularly those "left-wingers" from Detroit, who run the international union, and who ought to stay home and keep their noses out of the little family quarrel in Sheboygan?

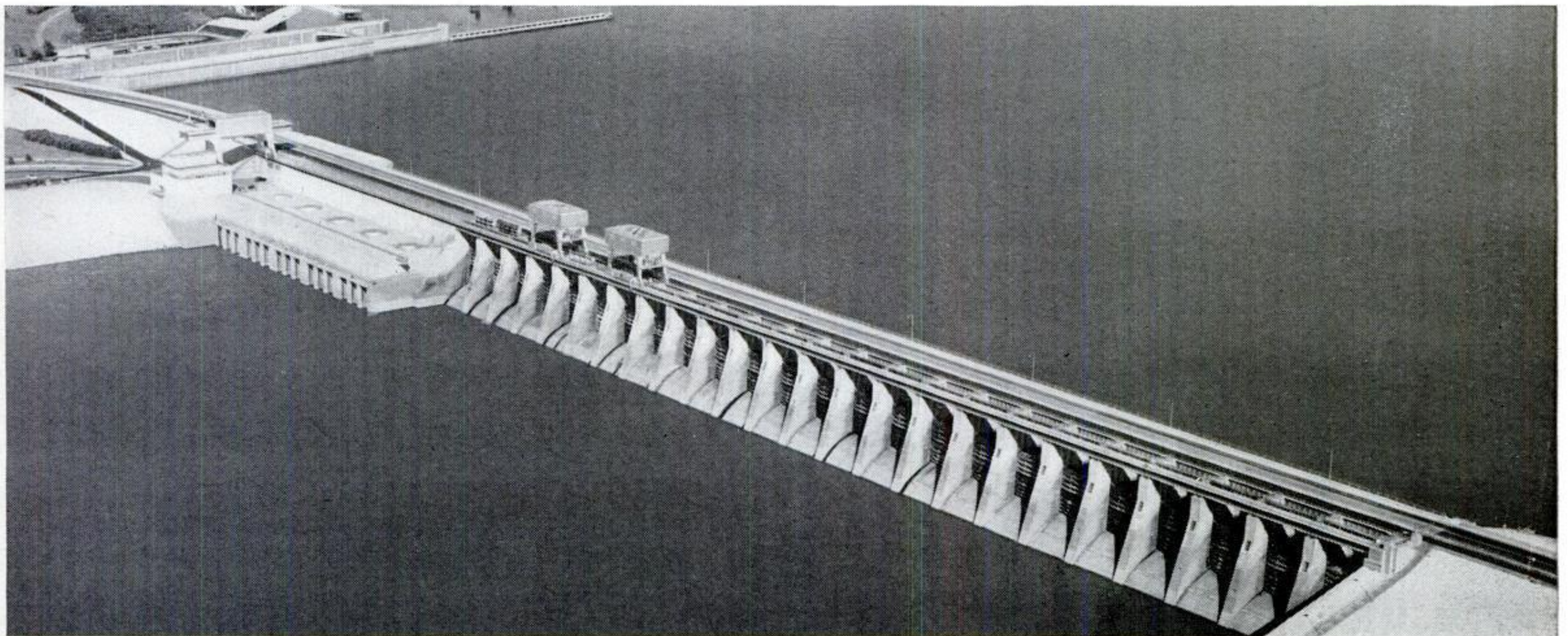
The little family quarrel has been simmering for many years. When the grandfathers of Sheboygan came to America they brought

Why do customers of this power dam...



This power dam was built on the Susquehanna River near the Pennsylvania-Maryland border by the local independent electric light and power company at no cost to taxpayers.

have to help pay electric bills for customers of this one?



This TVA power dam was built on the Tennessee River near Paducah, Kentucky, by the federal government with millions of dollars that you and other citizens paid in taxes.

Your taxes help *build* federal government power plants like the one in the lower picture. And these plants *keep on* costing you money year after year. Here's how:

About 23¢ of every dollar you pay for electricity from your independent electric light and power company goes for taxes. But be-

cause of present tax laws, customers of federal power systems escape paying most of the taxes in *their* electric bills that you pay in *yours*. They pay taxes of only about 4¢ per dollar if their power comes from the federal government's TVA power system, for example. So to make up for the lost tax revenues

which federal power projects *don't* pay, you have to be taxed *more*.

Is it fair for you to have to pay extra taxes like this for customers of federal government power systems? Shouldn't something be done about it? *America's Independent Electric Light and Power Companies**.

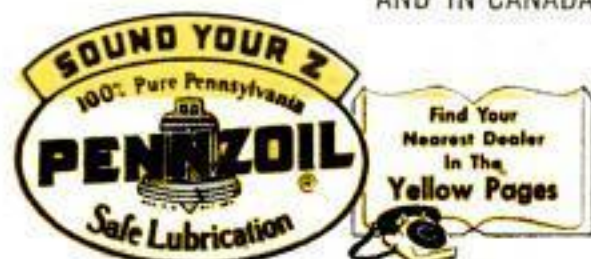
*Company names on request through this magazine



*All set...come hill
or high water!*

What a pleasure to know your car engine is rarin' to go! Pennzoil with Z-7 — 100% Pennsylvania motor oil blended with permanently active Z-7 — keeps your engine clean, smooth-running and powerful for keeps. Wherever you live, ask your dealer for Pennzoil with Z-7, The Tough-Film® oil, by name.

IN EVERY STATE, AT DEALERS WHO **care** FOR YOUR CAR
AND IN CANADA AT **B/A** DEALERS



Sound your Z . . . insist on Pennzoil

MEMBER PENN. GRADE CRUDE OIL ASSN., PERMIT NO. 1, OIL CITY, PA.

Make a date with **MURIEL** the light cigar

Call on Muriel for real smoking enjoyment. It's the cigar made light to smoke easy, taste rich, never heavy. Make Muriel the light of your every day.

**Never heavy
to your
taste!**



KOHLER STRIKE CONTINUED

with them the memory of the landlord-peasant relationship they had known in Germany. They had rebelled against this relationship in its harshest form, but were not unwilling to accept it in a watered-down version. At the Kohler Company they slipped into it easily, and a long time passed before they began to think there was anything uncomfortable or undignified about it. There were, in the old days, no summer vacations for shop workers, but the company did see that every married man got a goose for Christmas, and every single man a wallet or a pocketknife. Hours were long, wages were low, but if a man died, the company saw that his family got \$100.

As long ago as 1913 the then president of the company, Walter J. Kohler, began to build a model community in which Kohler employees might live. This was an advanced, indeed a radical, thing for management to do. Moreover the model community was no drab "company town." It was and still is a handsome, landscaped village of 500 homes, close beside the plant. It is shown on Wisconsin maps as the village of Kohler and accounts for the company's trade name, Kohler of Kohler.

"Sure it's a fine place," says a striker. "But there was a catch to it. Today there are 10 supervisors for every production worker living there. But even in the old days there was a catch. If you didn't behave the way the boss wanted, they'd throw you out of your home. That's a strong grip to have on a man—not only his job but his home too."

The Kohler Company introduced a pension plan somewhat in advance, at least chronologically, of the rest of U.S. industry. In this instance too there were signs of a breakaway from old-world conditions. But today the pension plan is one of the union's talking points when it sets out to attack Kohler. In a U.A.W. strike publication, for example, there is a picture of an elderly Kohler worker with the following caption: "Sixty-eight-year-old John Razal has been working for the Kohler Co. 27 years. When he retires, the company will give him a gold watch—and a pension of \$5.93 a month. That's why he's kept on working. He and his wife, they've figured, just wouldn't be able to live on \$5.93 a month . . ."

The one old-world condition that the Kohler workers at last found intolerable was the Prussian variety of discipline maintained in the factory. It was discipline based on fear, demanding a sacrifice of personal dignity that finally became too great. There are no Patrick Henrys or Tom Paines in Sheboygan. To the question, "Why are you striking?" man after man shrugs, reddens and says, "Well, I got sick of kissing the foreman's elbow," or, "Well, I wanted them to treat me decent, like a man," or, "It was—well, I don't know how you put it, but it got so I couldn't breathe."

'They keep books on us'

NONE of the strikers questions the necessity for discipline or the right of the management to enforce it; it is only the manner of enforcement that rankles. "They keep books on us like FBI files," a striker says. "I'm not kidding, I mean real books. John Smith spent six minutes in the washroom. Bill Green made a dirty crack about the second supervisor in the pottery. Everything you do or say goes down in the books, even loud talking or laughing too much. The way the company punishes you is by transferring you."

"Suppose you've got a nice clean daytime job at high pay. I mean high for Kohler, maybe \$2.30 an hour. You tell a joke the foreman doesn't think is funny, and all of a sudden you're on the night shift, and you've got a black mark on you, they're gunning for you. Next thing you know you're working in the foundry at a worse job, maybe \$2.00 an hour. It's hotter than hell in the foundry, but not hot enough, so they put you in the pottery. Did you ever work around a kiln at 2,400°, Buster? For maybe \$1.85 an hour? Then they pull you off that and make you a sweeper, \$1.30 an hour—you can't do a thing about it, except quit. A young guy, he can quit, but I've seen men way past 60, guys who used to have good jobs, pushing brooms on the night shift. They can't quit because nobody else will hire them."

In almost all of U.S. industry today, grievances arising from disciplinary transfers and the downgrading of elderly men are submitted to arbitration. There are clauses providing for arbitration, not only of transfer cases but of various other grievances, in approximately 93% of the labor contracts now in force. The Kohler Company, however, will not agree to arbitration. Herbert V. Kohler takes the view that arbitration is a surrender of management's function.

The Kohler workers have been trying for more than 25 years to force some sort of satisfactory grievance-arbitration mechanism on



A

B



Place your figure under the fabulous
influence of a Catalina knit...
and your complexion above
the profound flattery of Oslo Earth!

"Water Witchery"

Fluflon Nylon and Lastex ... \$17.95

A "Cable Crossing"

Orlon and Lastex ... \$17.95

B "Record Breaker"

Cotton and Lastex ... \$15.95

Catalina®



Catalina, Inc., Division Q, Los Angeles 13 Creators of fine Swimwear, Sweaters and Play-Abouts® A division of Julius Kayser & Co.

Most everybody's using America's No.1 pepper



...to put *flavor-magic* into their meals!



So Pungent! So Spicy! Wakes up Appetites!

When you buy McCormick or Schilling Pure Black Pepper, you get the choicest pepper the world has to offer . . . from the world's largest spice house. Compare it with others. Note how it perks up your everyday dishes. Pure, pungent, fresh, of the highest quality, it gives zest and *extra* enjoyment to all your meals. You'll find McCormick Coarse Grind Black

Pepper—the kind you get from a home pepper mill—wonderfully good for outdoor, as well as indoor, cookery—on all meats, fish, eggs, vegetables; in salads, soups, stews . . . Yes, for flavor magic always insist on McCormick or Schilling spices, seasonings, extracts—two great brands recognized nation-wide as the finest.



McCORMICK Spice Of The Month BLACK PEPPER



More pepper is consumed in the world than any other spice. Pepper, both black and white, is ground from the berry of the pepper vine. It grows in India, Indonesia, the Malay Archipelago and Siam. For black pepper the berries are picked while green, are dried and cured. (White pepper is left on the vine to ripen.) Curing is done by spreading berries on mats in the sun or suspending over slow-burning fires until they turn dark brown or black.

©1957 McCormick & Co., Inc.

McCORMICK . . . THE HOUSE OF FLAVOR



DURING EARLIER STRIKE in 1934, former Governor Walter Kohler, then the company's president, was the only man allowed to enter the factory.

KOHLER STRIKE CONTINUED

the management. In the early 1930s many of them joined an A.F.L. union which recruited in the plant, hoping to achieve a position of strength from which to negotiate. The management opposed the union; a strike and a bloody battle ensued. In July 1934 there was a riot outside the gates of the plant which was quelled with tear gas and gunfire, resulting in the death of two men and the wounding of 28 others, all strikers or spectators. The A.F.L. union was broken.

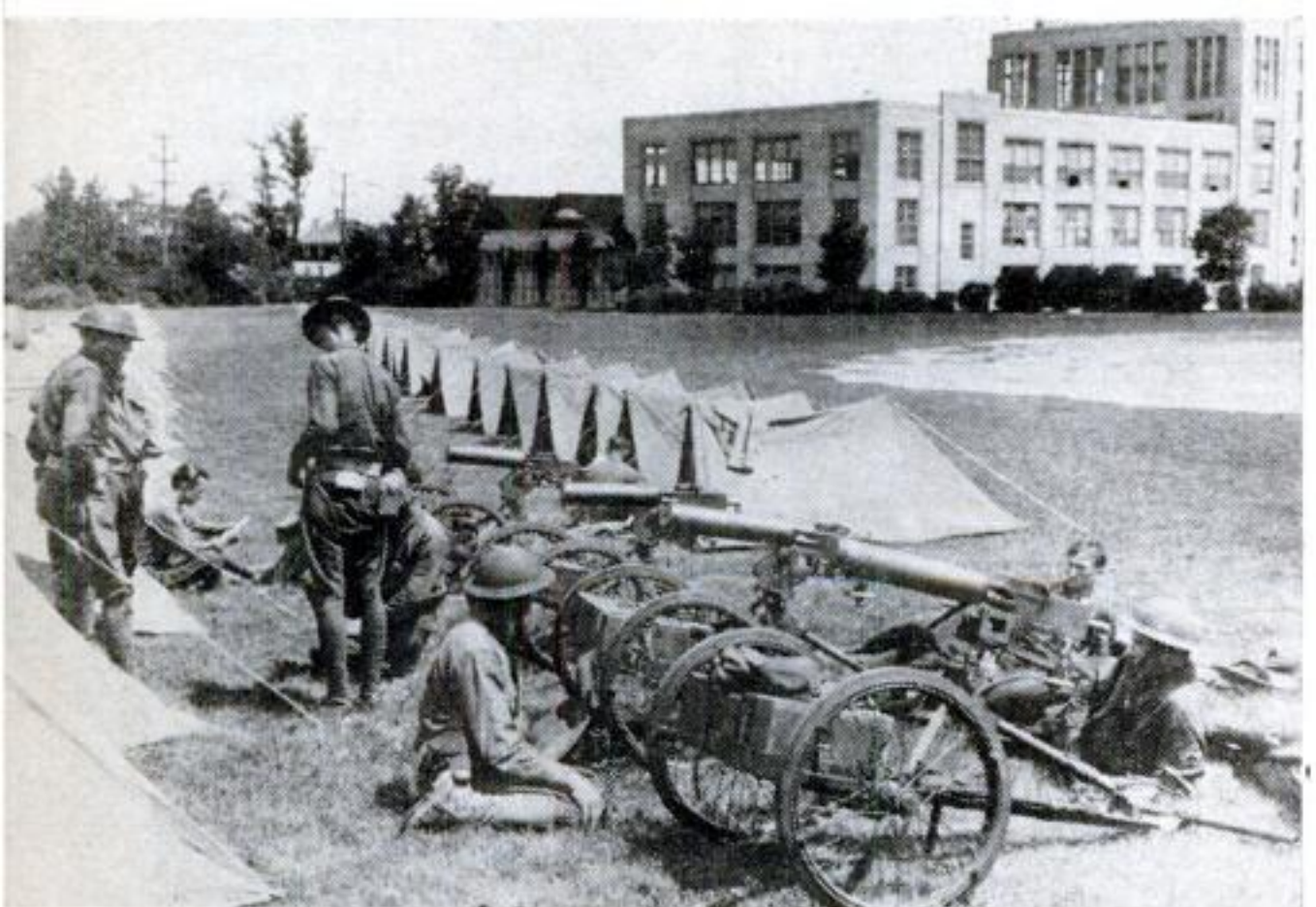
In the middle 1930s a "company union," the Kohler Workers Association, was formed with the encouragement of the management. The KWA had no affiliation with any outside group. It also had no strength.

In 1952 the U.A.W. began to organize the plant, and after several months of furtive work succeeded in enlisting a majority of the production workers.

The motivation of the Kohler workers in joining the U.A.W. cannot be overstressed. It was not because they were interested in advanced politico-economic theories; the phrase "class struggle" to them was something that might be applied to a high school ball game. It was not because they were greedy for more money; their pay was not high by the standards of Detroit or Gary, but it was good for the Sheboygan area and they were reasonably content with it. All they wanted to do was to get the foremen off their backs. This required that they go out and get a big, husky friend to help them. If the big, husky friend had some advanced ideas, the workers were not concerned. They just wanted muscles.

The first contract negotiated between the Kohler Company and U.A.W. Local 833, as the new union was numbered, ran for a period of one year and expired early in 1954. It did not have an arbitration clause that satisfied the union members, having been negotiated rather gingerly. Neither side was anxious, at the outset, to provoke a fight. But before the contract expired both sides served notice that they would not renew it, and the lines of battle began to form.

CONTINUED



BREAKING 1934 STRIKE, the Wisconsin National Guard was ordered in to put down rioting and stayed on to guard the plant with machine guns.

HOOKS IN FRONT
About \$1.69

BI-FLEX
BRAS

airtona[®]
•MILDLY FRAGRANT •KILLS ODORS
SQUEEZE BOTTLE OR AEROSOL
At your food store or write
HENRY THAYER CO., Cambridge, Mass.

PREPARE FOR HOT-WEATHER DRIVING!
f. o. kent **Airlift or Ventilair**
SEAT PADS
Permit air to circulate between you and hot upholstery.
The **ONLY** seat pads with the exclusive, **FLAT-TOP** Inner-Springs.
Available where auto accessories are sold
R. O. KENT CO., New York 1, N. Y.

Bestest

EXCLUSIVE BESTEST
UNCONDITIONAL
ONE YEAR
GUARANTEE

SOLD AT
BETTER
STORES
EVERYWHERE

**TV, RADIO and
HI-FI TUBES**

DO-IT-YOURSELF
SAVE ON SERVICE
LOOK FOR THE SIGN OF
THE BESTEST TUBE TESTOR

Bestest TUBE TESTING CO.
19963 LIVERNOIS AVE. DETROIT 21, MICH.

NON-SLIP

CAT'S PAW
Rubber Heels • Soles
AT ALL FINE SHOE REPAIRERS

Your Auto Needs

FILT-O-REG
FUEL PRESSURE
REGULATOR & FILTER

SENSATIONAL
NEW!

FILT-O-REG improves engine efficiency under all driving conditions—all speeds, loads, altitudes, weather temperatures. Prevents rough idling. Increases gas mileage. Recommended by carburetor specialists. \$7.95 plus install. at Car Dealers & Service Garages. Ask your mechanic to install **FILT-O-REG** with your tune-up! Guaranteed.

STOPS
Flooding, Stalling, Vapor Lock

Alondra Sales, Inc., Los Angeles 19, Calif.

FILT-O-REG
MAKES GASOLINE ENGINES RUN BETTER!

Protect Your Dog from "RESISTANT" FLEAS!

All dogs get fleas sooner or later. Up to now, getting rid of fleas has been a problem because many fleas actually **resist** ordinary flea and scratch powders. But now, **new PULVEX Anti-Scratch Flea Powder** solves this problem with a new formula containing **Malathion Plus**, a scientific discovery **guaranteed to kill all fleas as well as lice and ticks!** New PULVEX stops scratching; checks fungi; removes "doggy" odors. One treatment lasts a week or more. In the handy shaker-top can, only 45c and 75c at all pet & drug departments. Another quality product from **PULVEX, Chicago 14, Ill.**

wherever you go



whatever you do



it's a glare-free world



and a lovelier you



with

FOSTA-GRANTLY continental jeweled SUNGLASSES

SMARTEST BEAUTY-AID UNDER THE SUN



A brilliant array of styles and colors in all price ranges for ladies, men and children. All with guaranteed year-'round safe-lenses.

Wherever sunglasses are sold.

FOSTER GRANT CO., INC.
LEDMINGSTER, MASS.

FS WORLD'S LARGEST MANUFACTURER OF SUNGLASSES



MAIN ANTAGONISTS, company's Lyman Conger (left) and union's Emil Mazey (right), meet fruitlessly in Chicago with U.S. mediator, Robert Moore.

KOHLER STRIKE CONTINUED

The executives of the Kohler Company, including Herbert V. Kohler and his chief attorney and negotiator, Lyman Conger, have a great deal in common with the executives of the international U.A.W., including President Walter Reuther and Secretary-Treasurer Emil Mazey. The remark may cause them to choke on their cigars but it is nonetheless true. Politically and in economic theory, needless to say, they have basic differences. But they are all good citizens of the republic, honorable men, and they are nearly identical in matters of courage, stubbornness and the willingness to fight for a cause. It is a pity that the four men, as a team, cannot go and negotiate something with the Russians, as they would doubtless come back with Bulganin's goatee. And it is a pity that the four men, as two teams, had to square off against each other.

Herbert V. Kohler approached the battle determined not only to hold his ground but, if he could, to smash the union. He made no bones about it. In reference to the fact that the Taft-Hartley law requires employers, as well as employees, to bargain, he agreed that he did have to bargain with them but was heard to say, "You don't have to give them anything to bargain."

The executives of the international U.A.W.—they, rather than the local's executives, are the ones who call the shots—approached the battle determined to make Kohler yield or to leave him dead in the marketplace as an example to any other employers who might try to go back to 1928. And so the ultraconservative employer and the ultraliberal union took each other by the throat.

A final, odd circumstance

BEFORE the demands of the union and the replies of the management are brought up, there is a final bit of circumstance that should be pointed out. It is one of those minuscule, silly things that have, all too often, ponderous influence on the affairs of men, like the fact that Adler did not popularize elevator shoes until far too late to save the world from Napoleon. As it happens, Emil Mazey of the U.A.W. is a veteran of many a battle on the picket line, a rugged, aggressive citizen who would never under any circumstances be called pretty. Emil Mazey no doubt has a heart of pure gold, believes in home, the flag and mother, and loves children and dogs. But he does look as though, words having failed, he might settle an argument with a two-by-four. Lyman Conger, the Kohler negotiator, is no doubt at heart the living embodiment of the Boy Scout oath, a kindly and gentle fellow altogether. But he does look as though, as a traffic judge, he might jail his mother for double parking. That Conger and Mazey should have come face to face at a negotiating table was a most unhappy coincidence, but it happened. Mazey set the tone of things at an early session when he walked into the room, skewered Conger with a gimlet stare and said, "Well, here I am. Let's stop fooling around, and sign a contract." Conger replied with a rasping noise, and they were off.

The opening demands of the U.A.W. might have made even old Sam Gompers' hair stand on end. Some of them were "straw men," set up for the company negotiators to demolish so that they might more readily accept other demands. However, a partial list

CONTINUED

Here's How To PREVENT MINOR RASHES SHOE RUB

Shake On MEXSANA POWDER Before Dressing

No ordinary powder can give you this medicated skin care. Clinical tests prove how effectively Mexsana relieves and prevents minor rashes, chafe, baby's diaper rash. Special ingredient destroys irritating skin surface bacteria. Absorbent, pure cornstarch base clings close to skin, guards against clothing and shoe rub. See how fresh and comfortable Mexsana can make you feel. Get it today for bathroom, nursery. 39¢, 79¢, \$1.29 at drug counters.



Better, Deeper Relief For MUSCLE PAIN, Aching Back



New-formula Musterole contains amazing pain reliever GM-7 plus oil of mustard. Speeds warming "baked heat" comfort to sore, stiff muscles, aching back, strains, minor rheumatic pain. 3 strengths, Regular, Extra Strong and Child's Mild Musterole.



ENGLISH REPRODUCTION BUTTER DISH

POOLE
FINE SILVER since 1893

Send For Catalog L57

POOLE SILVER CO. • TAUNTON, MASS.



**HAVEN'T MISSED
AN ONTARIO
VACATION IN YEARS**

Write for literature on
vacation fun and relaxation



ONTARIO

Canada's Family Variety Vacationland

Denise McDonald, Ontario Travel Hostess,
Room 566, Parliament Bldgs., Toronto 2, Ont.

NAME.....
STREET.....
CITY.....STATE.....
PLEASE PRINT

A NEW ADDITION TO THE FAMOUS PHILLIPS' FAMILY!

FLAVORED

PHILLIPS' MILK OF MAGNESIA

AT THE SAME PRICE AS REGULAR!

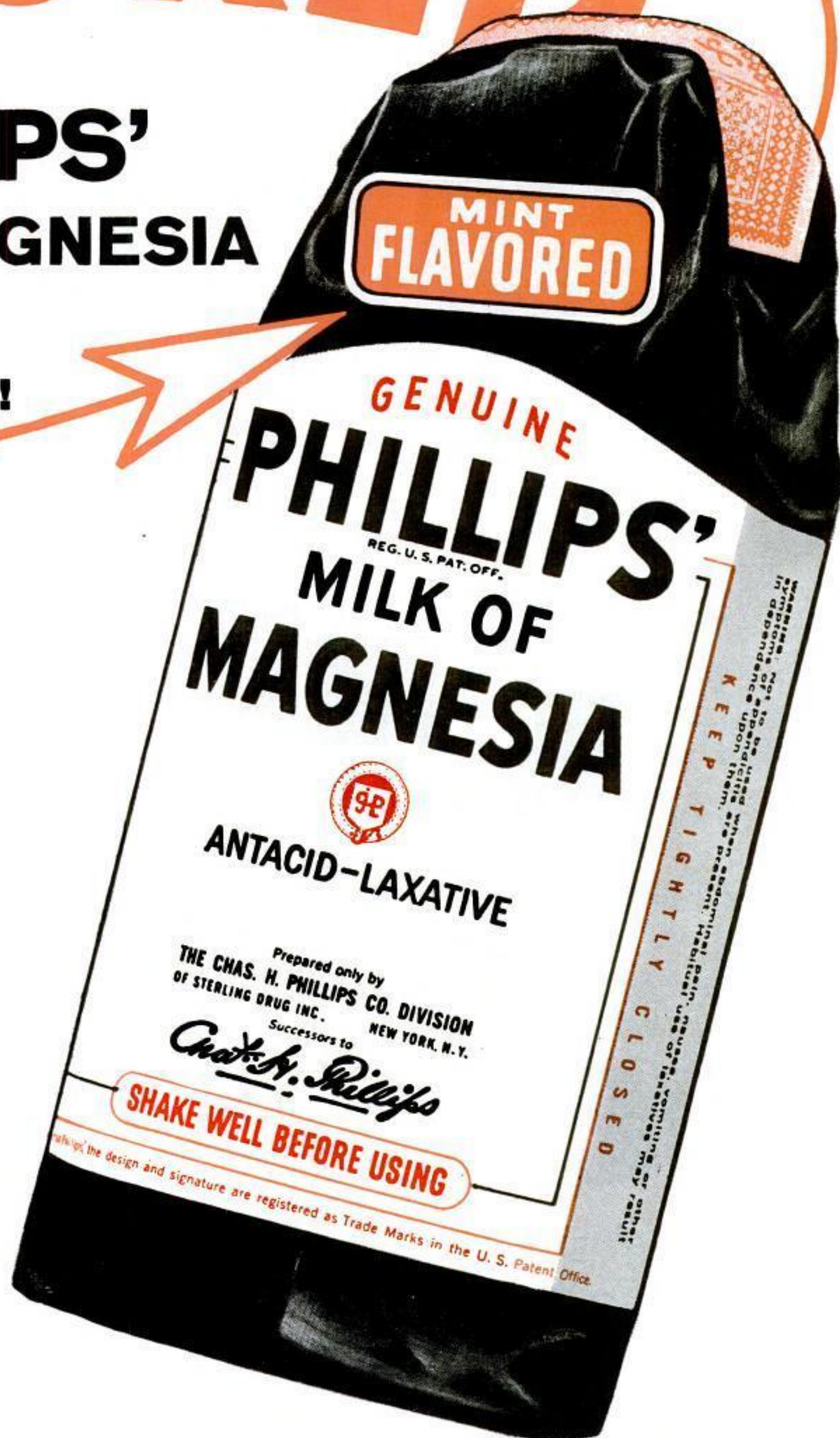
Now the World's Best Milk of Magnesia is yours in this new mint-flavored form that tastes wonderfully clean and refreshing.

As a laxative, Phillips' gives more complete relief!

Phillips' gives more *complete* relief than laxatives which act only on constipation. This is because Phillips' is actually *more* than a laxative. It also relieves the acid indigestion which frequently accompanies constipation. Works leisurely, too—without embarrassing urgency. Three tablespoonfuls of Phillips', taken with water at bedtime when necessary, not only help you get a good night's sleep, but when morning comes, bring you the relief you need to start your day feeling bright and refreshed.

As an antacid, Phillips' settles your stomach in seconds!

Scientific tests show that—in just a matter of seconds—Phillips' neutralizes the excess stomach acids which cause upset stomach, gas, heartburn and other symptoms of acid indigestion. The reason Phillips' works with remarkable speed is because it is one of the fastest, most effective stomach acid neutralizers ever discovered. Almost before you know it, Phillips' eases away that hot, gnawing sensation in your stomach—and you're feeling fine again.



**REGULAR PHILLIPS'
MILK OF MAGNESIA
CONTINUES
UNCHANGED!**

Phillips' Milk of Magnesia in the new flavored form *does not* replace regular Phillips'. For the innumerable people who wish to continue using regular Phillips', it will, of course, always be available—in exactly the same high quality form you've known for years.

NEW, FLAVORED PHILLIPS' MILK OF MAGNESIA

Why pay more



Satiny-smooth cream, checks odor and perspiration instantly

$\frac{1}{2}$
price sale!
Reg. 98¢ size
now **49¢**
PLUS TAX

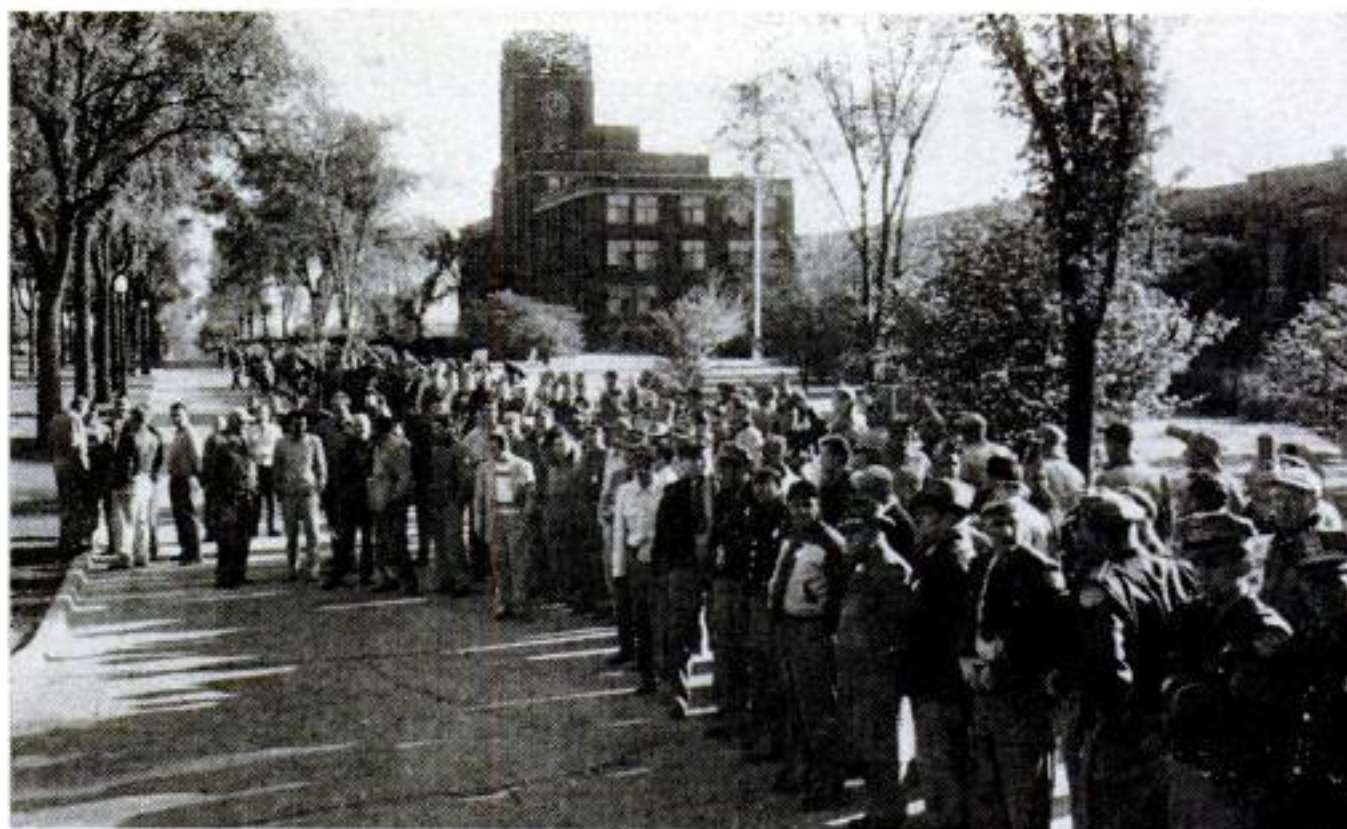


NEW
exciting stick deodorant...
pink to blend with skin
tones, to glide on invisibly

Etiquet

Deodorants

at your favorite store



MASS PICKET LINE closed plant completely at the start of the strike until threatened with court action. Police form a line in front of the strikers.

KOHLER STRIKE CONTINUED

of them, as Herbert Kohler bitterly recites them in his public speeches, makes gloomy reading for any employer anywhere. "The union shop—the outrage of compulsory unionism—was one of the demands we refused," Kohler says. "Others included: no shop rules without the union's agreement; no increase or reduction of hours without the union's agreement; no subcontracting of work without the union's permission; automatic wage progressions with no merit increases; promotions on a strict seniority basis."

As anyone who has tried to run even a lemonade stand knows, these are rugged demands, and Kohler's description of them as a collective outrage may make a great deal of sense. Mingled with them were other, more reasonable demands concerning wages and pensions, and the eminently reasonable demand concerning arbitration. However the company's reply, in sum, was a firm no, now and forever, to everything.

When the strike began some 2,600 of the plant's 4,200 workers walked out. (The remaining 1,600 included supervisory personnel, executives, clerical workers and nonunion members.) A mass picket line was thrown around the plant, in violation of both state and federal law, and the company was completely out of production for 54 days. When the picket line was reduced to legal size, some nonunion men went back to work, and soon a large force of strikebreakers was taken on, mostly from nearby rural areas. Within a few months the plant was again producing at nearly full capacity. Three years later the plant is still producing, with perhaps 2,000 strikebreakers inside, and the pickets still outside.

Supporting the strikers

AFTER the strikebreakers moved in, the U.A.W. undertook one of the most expensive financial ventures in U.S. labor history. Drawing on its large strike fund (currently \$22 million), which is constantly maintained by contributions from the 1.3 million members of the international union, the U.A.W. began to support all of the strikers and their families. A system of allowances was established in which each striker was paid \$15 a week for food for himself and his wife, with an additional \$3 for each child. All or part of the striker's rent, or the interest on his mortgage, was paid by the union. In addition, each striker received \$25 per week to cover routine living expenses.

The U.A.W. supported the strikers for two years, pumping about \$10 million into Sheboygan (local merchants, who might have been ruined by the strike, have never felt its full impact). Last April, the Kohler Company having shown no signs of surrender, the union terminated the support plan and began to find jobs for the strikers. Today only about 300 strikers are carried on the union's support rolls, enough to maintain the picket line and perform other work connected with the strike. All others are now supporting themselves. Many commute to work in Milwaukee, others have quit the union and gone back to work at Kohler, and some have moved out of Sheboygan forever. In all, nearly 200 families have taken the latter course, a lonesome road for people whose roots lay deep in the community.

The end of the support plan merely marked a change in union strategy: the rapid expansion of the boycott.

The boycott functions like a sales organization in reverse. The union has divided the nation into 12 unsales territories, in each of which hard-working, full-time unsalesmen constantly call on

JASCO[®]

ALUMINUM Combination Storm & Screen WINDOWS



SIMPLEST

to clean and operate
with original

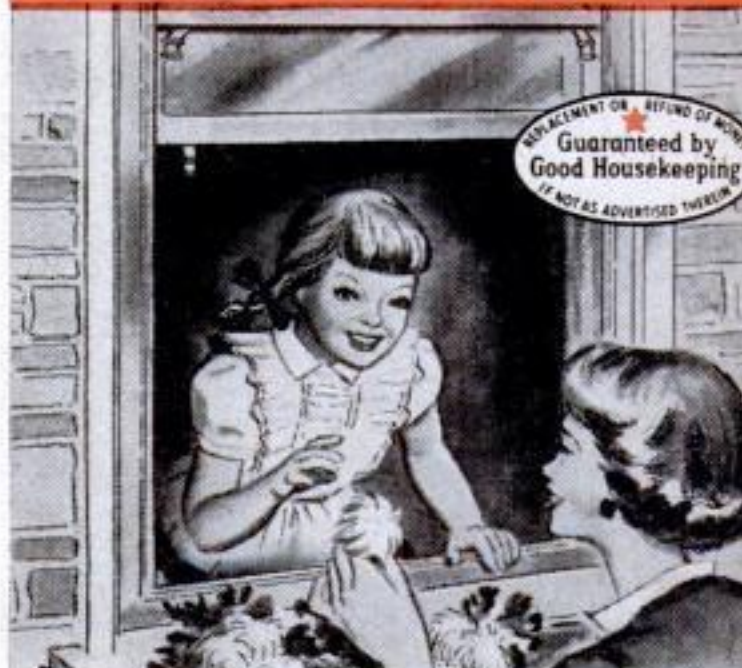
SWIVEL ACTION

PATENTED

SURE GRIP LOCKS

make them

SAFEST



ENGINEERED FOR SAFETY
AND CONVENIENCE

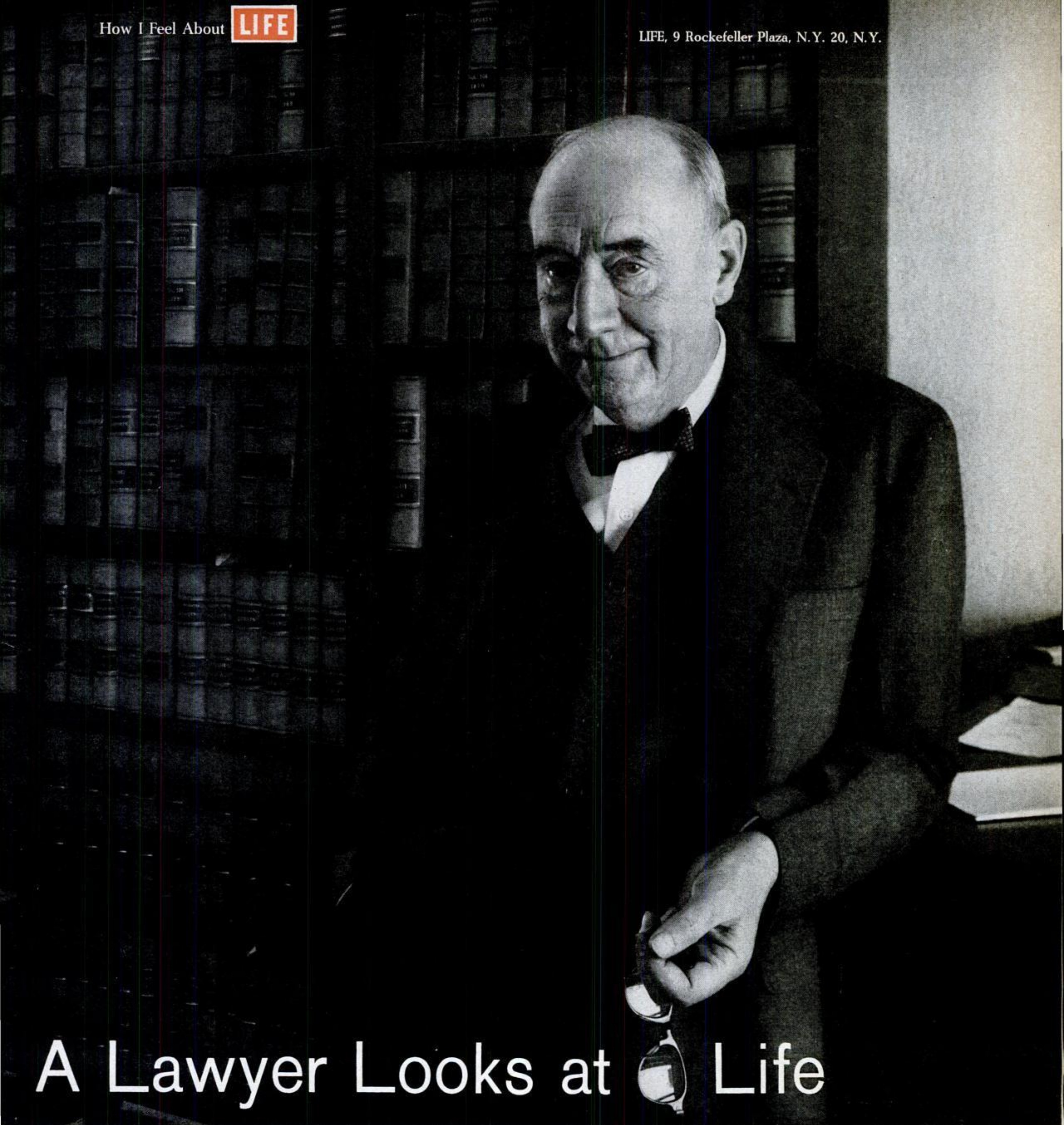
1. **SWIVEL ACTION** for Simplicity of Cleaning Without Removing Inserts
2. **FINGER TIP CONTROL** for S-M-O-O-T-H and Effortless Operation
3. Patented **SURE GRIP LOCKS**... instant stopping action assures constant protection of loved ones—prowler proof, too.

The Great Name in Aluminum Products

JASCO[®]

Also makes: Combination & Jalousie Storm Doors, Storm Windows for Casements, for Ranch Houses, for Picture Windows

Jasco Aluminum Products Corp.
New Hyde Park, New York



A Lawyer Looks at Life

I am a lawyer. Thus I am a member of an ancient and a learned profession. It is also a proud profession. For it has shaped our civilization, framed our constitutions, and forged our rules of conduct to a degree not rivalled, I think, by any other profession.

What tools has this profession reached for as it went about its great tasks? Only one—and that one, words. A lawyer's whole life is spent in the selection and arrangement of words which appear among other places in written documents, briefs or even that graceful thing, a letter. Also, the words, when selected and arranged, may emerge as an oral presentation calculated to capture the interest of the listener, and then to move and persuade him.

Not so the artist. Not so the composer. Not so the dancer. Not so the sculptor. They can move an audience without the use of a single word. They create images embodying so much beauty and strength that their wordless message is plain to all.

But what if pictures—artistic, beautiful pictures, are added to words? Then the words take wings and embrace music and come alive.

And so, in LIFE one finds good writing, often great writing, and writing that becomes more cogent because the words are illumined and given an extra dimension by pictures—often great pictures.

Is it any wonder that the magazine which does this for millions is called LIFE? No other name would do.

Joseph Nye Welch

It's a
good idea
to have your
new 1957
De Soto

(see opposite page)

delivered
with

SOLEX[®]
SAFETY
GLASS

*"the best glass
under the sun"*

YOU'LL GET MORE FUN from driving your new De Soto when you have SOLEX Safety Glass installed as basic equipment. For the soft, greenish tint of SOLEX relieves eyestrain and driving fatigue . . . makes driving more relaxing, more comfortable.

The interior of your new De Soto will be noticeably cooler, too, because SOLEX absorbs at least 50% of the sun's heat.

We suggest you order your new De Soto with SOLEX and obtain all these additional advantages.

SOLEX

is a product of

PITTSBURGH
PLATE GLASS COMPANY

KOHLER STRIKE CONTINUED

potential Kohler customers, trying to unsell them on the Kohler line. The union's unsalesmen are instructed not to threaten anyone, although there are those who see an implied threat in their very appearance on the scene. The unsalesmen merely say, "Don't buy Kohler," never, "Don't buy Kohler—or else." Of course, there are building contractors who have jumped to conclusions. Recently in Los Angeles, for example, a contractor canceled an order for \$100,000 worth of Kohler plumbing fixtures, on the ground that it might take his plumbers too long to install them. "They have to install them," he says, "because that's the law. But you take a union plumber who can set seven or eight toilets a day. If he's—well—unfamiliar with Kohler ware, maybe he can only set three or four a day. I can go broke that way."

The union's unsalesmen have an unsales talk directed at consumers as well. "These bathtubs, lady," they say, "are made by what you might call scabs, who don't know their ears from their elbows. Just ignorant farmers, mostly. Now, you've seen a ring around a bathtub, lady—but wait'll you see the ring that can form around *this* bathtub. You can grow mushrooms in it."

Direct mail also plays an important part in the boycott. The U.A.W. maintains a large clerical staff in Sheboygan, which in the past year has sent out more than one million pieces of mail to contractors, architects and consumers. Moreover, almost every union publication in the country has received, and printed, news releases about the boycott.

"The boycott?" says the Kohler Company's Lyman Conger. "Why, it's not hurting us a bit. It's helping us. It helps us for the obvious reason that it makes people angry. Nobody wants to be told what to buy and what not to. That turns people against the union, and they get so they *insist* on Kohler products."

In reply to the unsalesmen's claim that strikebreaker-made Kohler products are somehow inferior, Conger points to the rate of complaints lodged with the company concerning faulty goods. Today, he says, the percentage of complaints is lower than it was before the strike.

Without an acetylene torch it is impossible to obtain the company's financial figures. However, the company files annual tax returns with the state of Wisconsin, and on the basis of these it would seem that the boycott has not yet had any "wrecking" effect. For 1956, during the last eight months of which the boycott was in full swing, the company paid \$336,856 in state income tax. For 1953, the last full year before the strike began, it paid \$390,508. The difference of \$53,652 may indicate some loss because of the boycott, or it may merely reflect a normal increase in the company's production costs. In any case it scarcely reveals a staggering drop in gross income. Today the union contends that the boycott is just beginning to operate effectively, and that the 1957 figures will show that Kohler's gross sales are more than 50% below the pre-strike level. In the past few months, the union says, carload shipments from the plant have fallen from a pre-strike monthly average of 264 to a current 130, and the production man-hours per week have dropped from 155,161 to 78,225. This the company firmly denies. When the 1957 tax return is finally available—and if the company does not later apply for a rebate—someone's contention will look rather feeble.

'People,' a rusty word

AT the bottom of all the figures, buried under the claims and counterclaims, demands and refusals, speeches, broadcasts and written reports, there are some people. "People" is a rusty word in this business, so little used that it almost requires definition. However, with a little effort the principals in the dispute may recall what people are: the ones with the holes in their shoes, the higher vertebrates who bleed when they cut themselves shaving, and upon occasion are capable of thought and tears.

Frederick Kuehlmann fits the definition. He is 52 years old, has lived in Sheboygan all his life and worked for Kohler for 30 years. He is still working for Kohler, which makes him a scab, as the strikers say. He is not a big man, but wiry and well made. For the past 15 years he has been severely afflicted with arthritis. He works in the Kohler shipping department at a clerical job that requires little physical effort.

Kuehlmann did not join the U.A.W. when it unionized the plant. "I had nothing against it," he says. "I just never joined it. Quite a few guys never joined it." Primarily Kuehlmann wanted to stay out of trouble: "At my age, and with arthritis, do you think I could get a job anywhere if I got fired or went on strike?" Kuehlmann must support his wife, his youngest son and a teen-aged daughter. He has two older sons, but they now support themselves.

Don't let your trip be spoiled by

Acid Indigestion Heartburn Gas!



Carry TUMS Ideal Relief..

**"People-Tested" by
Satisfied Millions!**

• TUMS work faster, safer, surer than soda or alkalizers . . . which may upset digestion, prolong discomfort.

• TUMS are ideal because they neutralize only the excess stomach acid . . . safely, instantly, wherever you are! And TUMS relief really lasts!



FOR THE TUMMY

STILL ONLY 10¢ A ROLL, 3-ROLL PACK 25¢

NEW! ...really different!



**Dr. Scholl's
Archlift Sandals**

with Built-in Comfort!

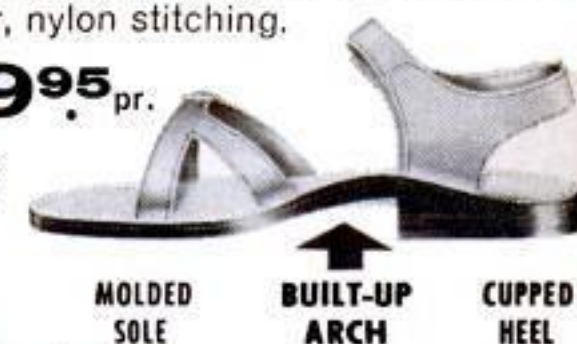
Enjoy the 'barefoot freedom' of a sandal, yet more restful support than the finest shoe could give! The exclusive built-up arch and cupped heel cradle your every step . . . make walking a real pleasure . . . prevent that 'letdown' feeling of ordinary sandals. Ideal casual footwear for home, street or recreation. Finest quality saddle leather, nylon stitching.

\$9.95 pr.

WOMEN'S:
Tan, White,
Red, Black.

MEN'S:
Tan, Brown
or Black.

Also for Children, from \$6.95.



At all Dr. Scholl Foot Comfort Shops, leading Shoe & Dept. Stores. If not available locally, write Dr. Scholl's, Inc., Dept. 61L, Chicago, Ill.

Pick a mount with the **DE SOTO** brand, pardner!



Firelite 2-door Sportsman in Fiesta Red and White

Choose any car in the De Soto corral, and, pardner, you've got yourself a thoroughbred. Just look at that Flight Sweep styling. From hooded headlamps to upswept tail fins, De Soto is the new shape of motion. And wait till you drive this baby. New Torsion-Aire ride makes bumpy roads seem like super-highways . . . and super-highways seem like clouds. Add up all the great features of De Soto, and you've got the most exciting car in the world today. Drive a De Soto

before you decide on any car. You'll be glad you did. De Soto Division, Chrysler Corporation.

WIDE NEW PRICE RANGE...STARTS CLOSE TO THE LOWEST!

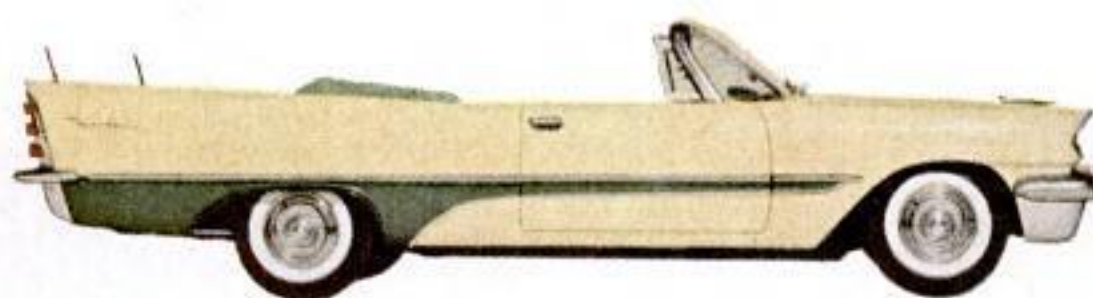
FIRESWEEP—big-value new-comer for 1957—priced just above the lowest. 245 hp.

FIREDOVE—medium-priced pacemaker—exciting style and performance. 270 hp.

FIREFLITE—high-powered luxury for 1957—the last word in design and power. 295 hp.



Firelite 4-door sedan in Muscatel Maroon and Sunburst Yellow



Firelite convertible in Sunburst Yellow, Tamarack Green



Firesweep Sportsman in Samoa Green

DE SOTO...the most exciting car in the world today!

You've never seen your kids in color

till you've seen them on Ansochrome color film



Ansochrome (E I 32) is 3 times more sensitive to color than traditional color film, for the most lifelike slides and prints ever!

If your children—like most kids—are always on the go, Ansochrome is for you.

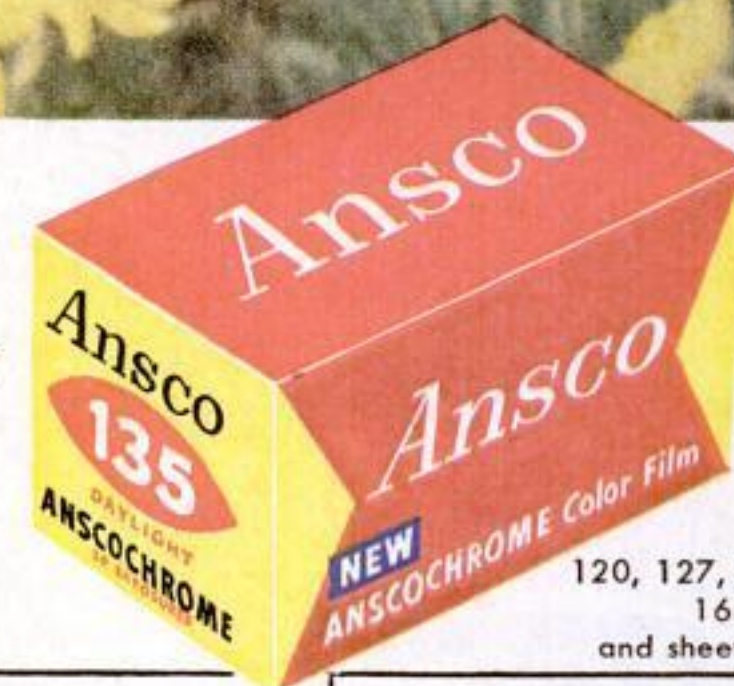
It's *fast*—actually three times faster than traditional color film. Result? It catches swift movements and fleeting facial expressions...gives your pictures a delightfully *natural* look.

Yet Ansochrome is so sensitive to color, it can pick out the delicate shadings of a baby's skin—even in the shadows.

Another contribution to better picture-taking from Ansco—The House of Photographic Firsts

It automatically lets *any* camera "see better"...makes even a simple, inexpensive *snapshot* camera an excellent *color* camera.

For "kid shots"...for *any* shots, indoors or out...flash, too...use Ansochrome. You'll be glad when you see your pictures. Ansco, A Division of General Aniline & Film Corporation, Binghamton, New York.



In 35mm,
120, 127, 620, 828,
16mm movie,
and sheet-film sizes



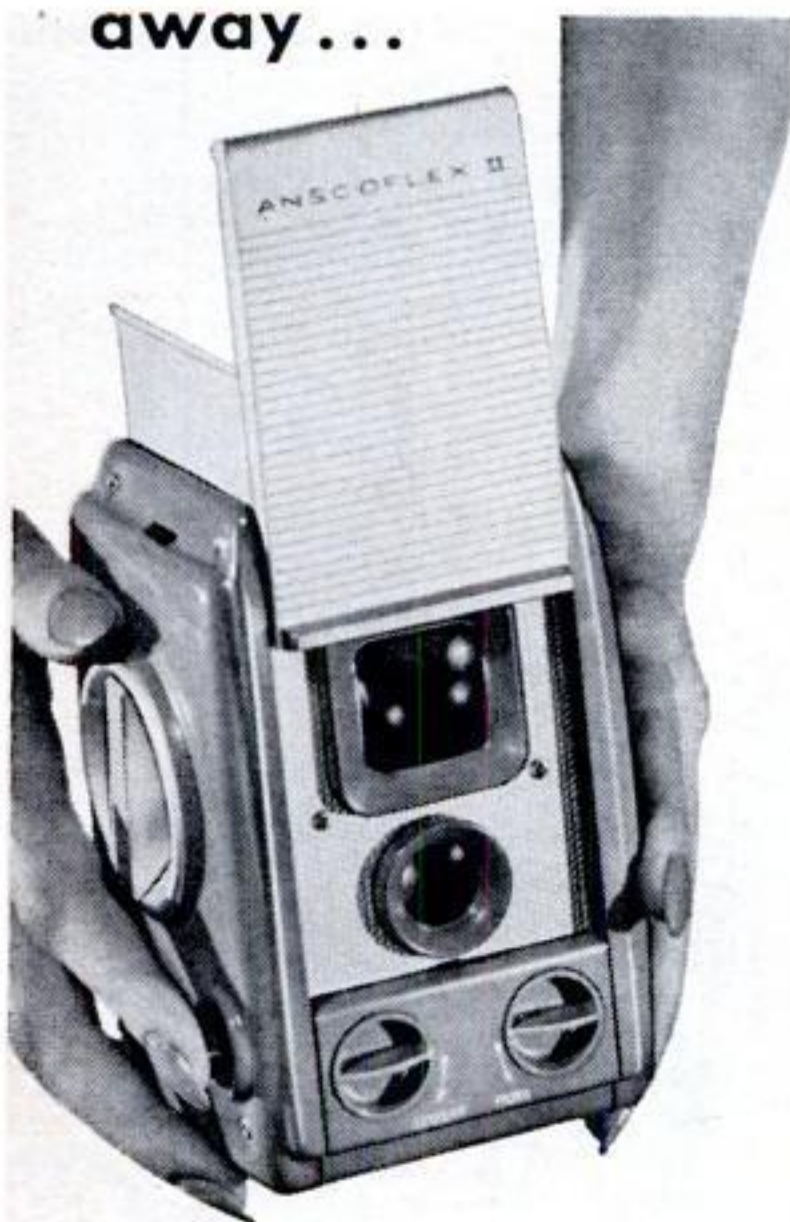
Ansco Duallet Projector, engineered for brilliant performance. Light-and-easy to carry, simple to use. \$39.95

Ansco Universal Viewer magnifies almost 2½ times. Folds to pocket size. Choice of lovely colors. \$2.95

Just look at that beauty
on the opposite page!

GREAT COLOR

is only a click
away...



with the easy-to-use

ANSCOFLEX II CAMERA



and you've taken a great color picture!

For black-and-white and flash, too. For beginners, young and old. Built-in close-up lens, built-in filter for "white cloud" landscapes. No other camera at any price does so much so simply! **\$18⁹⁵**

Ansco's new viewer shows
all popular-sized color slides



Ansco's handy new Universal Viewer magnifies almost 2½ times; folds to pocket size. Choice of red, blue, grey, green. **\$2⁹⁵**



VICTIM OF VIOLENCE, Mrs. Fred Kuehlmann, whose husband did not strike, holds jar of paint like those thrown into house, splattering wall (left).

KOHLER STRIKE CONTINUED

As soon as Kuehlmann returned to work at Kohler, which he did in 1954 shortly after the mass picket line was removed, he began to have trouble. Some of his old friends stopped speaking to him. One morning as he drove to work he noticed what he thought was rainwater on the hood and fenders of his car, which he had left outdoors all night. It turned out to be sulphuric acid. "A little while after that," he says, "they slashed all my tires. I got some new tires and they slashed them too. They did it four times."

For the first two years of the strike Kuehlmann's phone rang constantly at night. "I mean late at night, like about 2 o'clock. They must have called me at least 150 times. I'd pick up the phone and there'd be a voice, 'You dirty, rotten, lousy, yellow scab.' They'd never say who they were."

"We used to live in an apartment above a store," Kuehlmann says. "But I saved my money and I bought this old house. A real wreck. But my older boys and I worked on it for half a year and we fixed it up good. We just had it finished, pine paneling and a wall-to-wall carpet and everything my wife and I always wanted. I was sitting in the living room, smoking a cigaret and admiring the place about 11 o'clock at night. My wife was in bed already. I was sitting there, and then Bang! Bang! Three quart jars full of red paint busted through the windows and smashed all over the place. I don't want to hurt anybody. I just want to make a living."

Kuehlmann's case is typical of many in Sheboygan. Today the violence and vandalism have largely disappeared, there having been no serious cases since late in 1956, but the memory and the expectancy of them are always present.

An old Sheboygan resident

LEO BREIRATHER is 42. He lives with his wife Beulah and their three children in a small house on the outskirts of Sheboygan. He built the house, which is of brick, with his own hands, having a great deal of energy and desire to get on in the world. Breirather's family has been established in the Sheboygan area for a long time. His father worked for Kohler for many years, and Breirather himself had been employed there for 20 years prior to 1954. He sometimes makes a point of this in conversation because it amuses him that Kohler executives should say, as they sometimes do, that the trouble in Sheboygan is caused by outsiders.

Breirather is one of the strikers who are still supported by the union. He is chief steward of Local 833 and has an important job in the boycott. The supervisor of the entire operation is Donald Rand, an international representative of the U.A.W. whose office is in Detroit. Rand comes to Sheboygan only once a week, and in his absence Breirather is in charge.

Before the strike Breirather worked about 45 hours a week at Kohler and made about \$80. Today he works fully 70 hours a week and can barely exist on the money the union pays him. He lives mainly on boiled dinners and tenacity, and it pains him to see his children deprived of the things he might have given them. After three years of strike he does not enjoy thinking about the future; sometimes he can see the trouble in Sheboygan stretching beyond

have a breath of
Paris about you...
every day!



Enjoy Paris glamour in your deodorant! Evening in Paris stick glides on smooth and dry, keeps underarms dry and delicately fragrant. Rely on it for 24-hour protection. New convenient push-up tube.

**EVENING IN PARIS
DEODORANT STICK**

BOURJOIS • CREATED IN FRANCE • MADE IN U.S.A.

CONTINUED



DORMEYER ORBITAL SANDER gives you smooth surfaces...

Round 'n' Round Orbital motion means less effort



Sand floors, walls, ceilings. Handle adaptable for right, left or front position.



Ball bearing construction for smooth, easy operation.



Variety of enough extra sanding sheets for all job requirements.

A complete line of Dormeyer tools for your home workshop



Drills

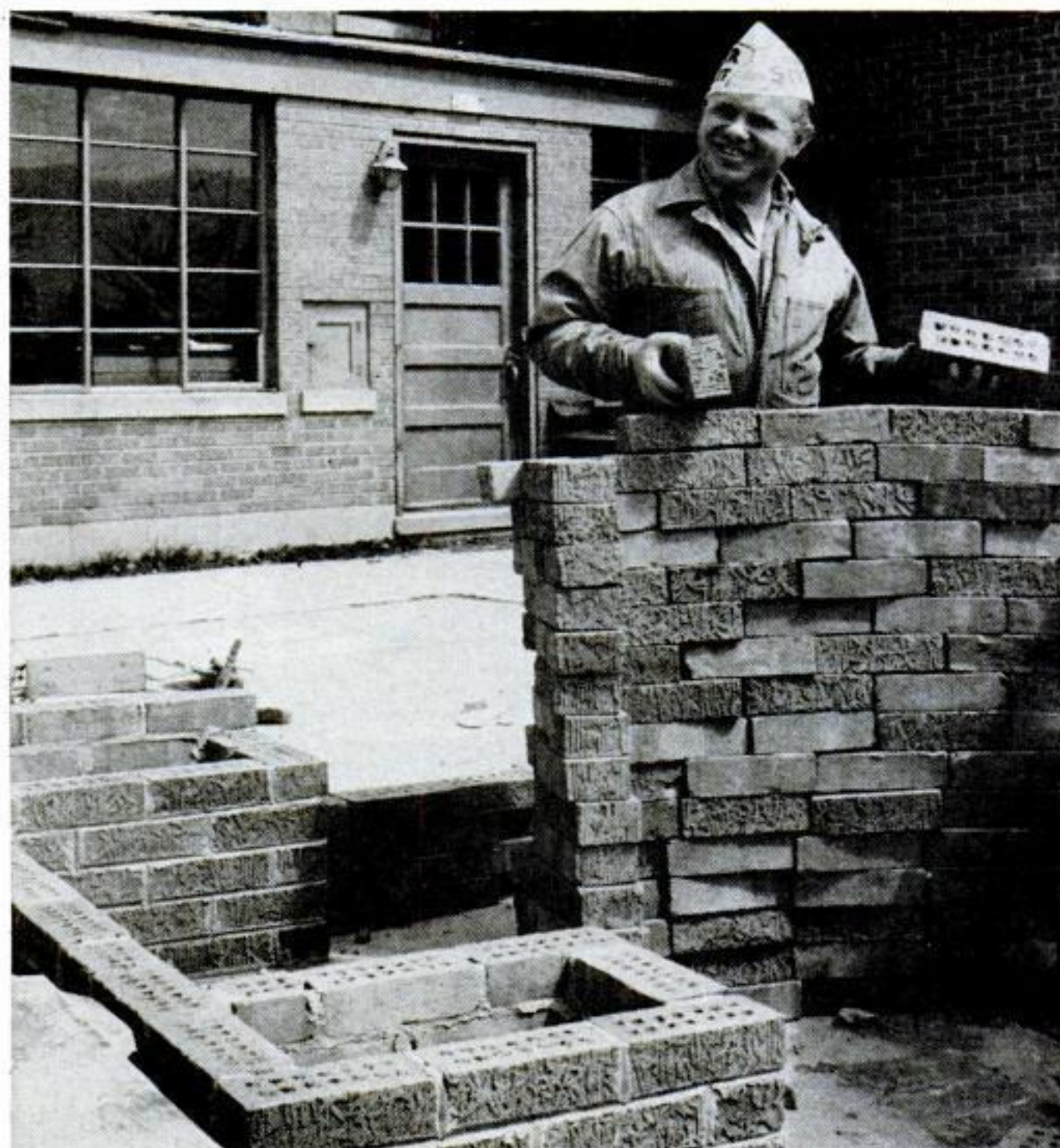
Saws

Sanders

DORMEYER

CORPORATION

Power Tool Division • Chicago 10, Illinois



UNION OFFICER Leo Breirather, chief steward of Local 833, uses his spare time to work on a Bratwurst fryer in backyard of home he built himself.

KOHLER STRIKE CONTINUED

the horizon. "Last Christmas," he says, "we had a little party here for the strikers and their kids. After it was over, some of the strikers got to talking about mistakes we'd made in planning the party, and I heard one of them say, 'Next Christmas we'll do it differently.' And I thought to myself—My God!"

Breirather is at heart a constructive, solid citizen—the brick house perhaps is a token of this. He wants to build something, not to destroy anything. He knows that if his work in the boycott eventually succeeds he will ruin the company, and thus remove the principal source of employment in the area for men like himself. He knows that as he tries to strangle Kohler he strangles Breirather, but he will not and cannot quit. A student of Greek tragedy would feel at home in Sheboygan.

Breirather is willing to talk in detail about the strike and to be quoted publicly. Other strikers are not. There is good reason for this. Whenever Breirather or any other striker makes a remark which receives public attention, researchers employed by the Kohler Company transcribe it and swear an affidavit concerning it. On the basis of hundreds of such affidavits—enough, quite literally, to fill four large volumes—the company has compiled a blacklist of 89 individuals who are never under any circumstances to be re-employed if and when the strike ends. Breirather is one of the 89, and has nothing more to lose.

"I'm on that list," says Breirather, "because I'm chief steward of the union. Kohler says he isn't trying to smash the union, but by some coincidence the 89 names on that list include the president, the vice president and all the other officers of the union, along with the committee heads and everyone else who's held an important union job."

The problem of re-employment for the strikers has become, after arbitration, the second real issue of the strike. Herbert Kohler, in hiring strikebreakers for his plant, gave them a promise that they would never be replaced by returning strikers when the dispute is at last settled. Today there are perhaps 1,500 strikers, working at temporary or permanent jobs elsewhere, who would return to Kohler after an honorable settlement. However, the company maintains that it cannot rehire them, and will not rehire the 89 blacklisted men.

In negotiations the union has indicated that this is not an insoluble problem. There is a fairly brisk labor turnover at Kohler, and if the returning strikers are placed on a preferential hiring list and given jobs as soon as jobs become available, this might take care of the situation, so long as Kohler acts in good faith and does not unreasonably delay the rehiring. As for the 89 special cases, the union again mentions the dreadful word, arbitration.

Tense, Nervous Headaches Need This Relief

A survey shows 3 out of 4 doctors recommend the famous ingredients of Anacin to relieve pain. Here's why Anacin gives better total effect in pain relief than aspirin or any buffered aspirin:

- ➔ **ACTS INSTANTLY:** Anacin goes to work instantly. Brings fast relief to source of your pain.
- ➔ **MORE EFFECTIVE:** Anacin is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proven ingredients.
- ➔ **SAFER:** Anacin Tablets simply can not upset your stomach.
- ➔ **LESSENS TENSION:** Anacin also reduces nervous tension, leaves you relaxed, feeling fine after pain goes. Buy Anacin today! ANACIN®

Don't just shave... Use

AERO SHAVE!

(and save 20¢)

Never before a lather so rich, so creamy, for so little money! Get AERO SHAVE Push-Button Lather!

Not 79¢ Not 69¢ Only **59¢**

CORNS

REMOVED BY
Your money refunded if not satisfied. The Moss Company, Rochester, N.Y.

also Calluses. Quick, easy, and economical. Just rub on. Invisible. Jars, 35¢ and 60¢. At drug stores.

MOSCO

Radiator Leaking?

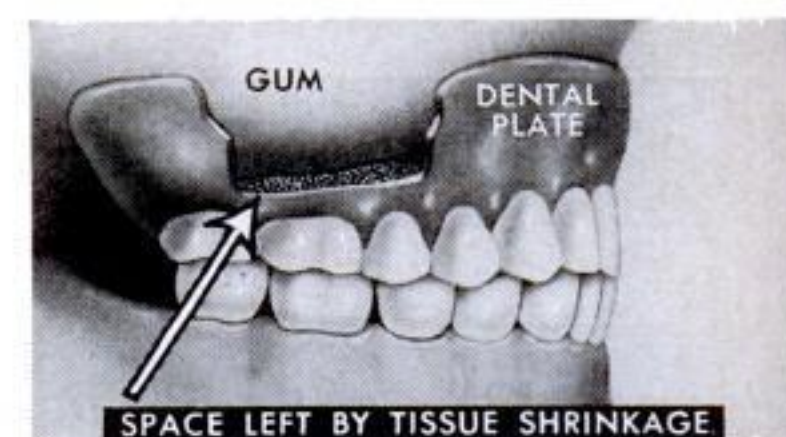
This can result in serious motor damage!

SAVE MONEY! HAVE IT SERVICED WHERE YOU SEE THIS SIGN!

© 1956 INLAND MFG. CO., OMAHA, NEBR.

DENTURE WEARERS

When Mouth Tissues Change Plates Loosen—See Your Dentist





UNLESS you are a dentist—don't attempt a "do-it-yourself" job of refitting or "relining" your dental plate with materials that harden and may ruin the fit of the denture or injure tender tissues of the mouth. UNTIL you can see your dentist, PASTEETH, a pleasant alkaline powder, holds plates more firmly. PASTEETH is entirely removed when you clean your plate and it does not sour beneath the plate. At all drug counters. Write for free sample to 27 Wall St., Binghamton, N. Y.

VALLEY Folding POOL TABLES

Valley quality assures years of family fun. Attractively styled. Legs fold for storage. A size for every home. Regular Pool and Bumper Pool Tables. Valley Mfg. Co., Bay City, Mich.

AT LEADING SPORTING GOODS DEPTS.

THE WASH 'N' WEAR SLACKS

Just wash  ...drip dry  ...and wear



Cool wash 'n' wear slacks dry sharply creased, unwrinkled, stay neat between washings

These cool summer slacks are as practical as they are handsome. Wash 'n' wear slacks made with 55% or more "Dacron"* blended with rayon give you wonderful convenience with lasting neatness. "Dacron" polyester fiber gives Wash 'n' Wear slacks their remarkable ability to drip dry crease in, wrinkles out. And these comfortable slacks keep their crisp good looks through many wearings, sel-

dom need ironing. A cinch to wash by hand as well as machine, they're ideal for business or vacation trips. You have a wide choice of good-looking "Wash 'n' Wear" slacks of "Dacron" and rayon. They're at most fine stores all over the country in the latest styles, patterns and shades.

*"Dacron" is Du Pont's registered trademark for its polyester fiber. Du Pont makes fibers, not the fabric or slacks shown here.

DACRON

REG. U. S. PAT. OFF.



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

NEW! THAYER CRIB-MOBILE

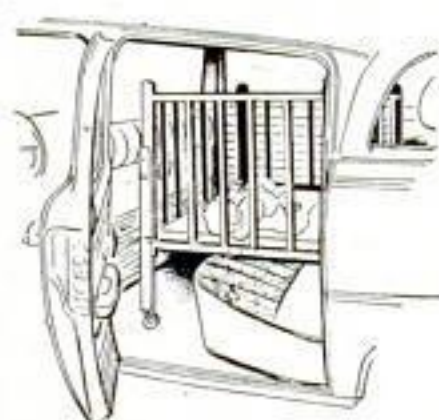
Four baby needs in one



IT'S A PLAY PEN



IT'S A DRESSING-BATHING TABLE



IT'S A CAR BED



AS A CRIB OR BASSINET, it's roomy and rigidly safe, with drop side and easy-move casters. For other uses, just lower or raise the floor, and fix the adjustable legs to desired height.

\$29.95 — INCLUDING MATTRESS

Thayer, Inc., Gardner, Mass.



AT JUVENILE STORES AND DEPARTMENTS EVERYWHERE



When you paint

WOOD

be sure to thin the paint
with Gum Turpentine

Gum Turpentine is the world's best paint thinner. When painting wood surfaces, be sure to use or specify Gum Turpentine. Distilled from the oleoresin of the living pine tree, Gum Turpentine has a natural affinity for wood and provides proper penetration to anchor the paint film to the surface. Preferred by professional painters because Gum Turpentine is *always dependable*. Sold wherever paint is sold. Costs less than two cents out of the paint job dollar.

American Turpentine Farmers Association
General Offices: Valdosta, Georgia

1/30 the Cost of DIAMONDS
Free Booklet! Full facts, FREE, on amazing CAPRA GEMS. More dazzling than diamonds, brilliantly beautiful, hand cut, polished, selected. Priced within reach of all.
Men's and women's rings. Send for booklet today.
CAPRA GEM CO. Dept. L-57, Box 5145, Phila. 41, Pa.

RUBBER SCRUBBER®
(Patent 2650158)
SCOURING PAD with 2 EFFECTIVE SIDES
1000 USES TOO!

Abrasive side... scours!

Poly side... "cushions hand" protecting nail polish and fingers.

AT LEADING GROCERY AND VARIETY STORES
RUBBER SCRUBBER CORP. • WATERTOWN, N. Y.

GOOD NEWS FOR ALL LAXATIVE USERS!

Now, your constipation need not be a problem, or interfere with normal activities. Here's help toward your normal regularity—in the gentle way nature wants.

Take safe-acting Ex-Lax, as directed, at night. It won't disturb sleep. Next morning, enjoy the closest thing to natural action. Gentle Ex-Lax continues to help you toward your normal regularity. Seldom, if ever, is it needed next day. Get the modern laxative more families use... chocolate Ex-Lax.

KOHLER STRIKE CONTINUED

Not all are union officers. Some no doubt have been guilty of violence and should not be rehired. The arbitrators can settle that.

There have been countless negotiating sessions since the strike began, and there were many beforehand. All manner of men have tried to mediate—various political wheels, members of the National Labor Relations Board, and Herbert's half-nephew Walter, who was governor of Wisconsin when he made the attempt. (Uncle Herbert replied to nephew Walter in a public letter of some 1,000 well-chosen words, the substance of which was, "Don't bother me, boy.") The most recent attempt at conciliation was made by three nationally prominent clergymen—Father John F. Cronin, Rabbi Eugene Lipman and Reverend Dr. Cameron P. Hall—who managed to get union and company representatives to attend exploratory talks in Chicago, New York and Sheboygan early this year. But last April 26, when the talks began to take a specific turn, the mediation attempt collapsed in an outburst of recrimination from both sides. No further talks are scheduled.

The big union brass from Detroit has long since receded from the remarkably tough position that so outraged Herbert Kohler at the outset. Today the strike could be settled on these terms: insert a standard arbitration clause in the contract; set up a mechanism for rehiring the strikers within a reasonable time; and arbitrate the 89 special cases. Thus it seems that Herbert Kohler has gained an edge over "big labor," which in recent years has not been in the habit of losing arguments. Today big labor is in a defensive posture because of the changing currents of public opinion and the operations of that singularly sad apple, Dave Beck of the Teamsters. Walter Reuther and Emil Mazey may not in the immediate future find it wise or convenient to throw enough men and money into the boycott to make it a real buster.

Herbert Kohler, therefore, is in a position of strength and, in some quarters, honor. His conservative colleagues are delighted to see any union lose any argument, and a great many middle-of-the-road Americans are not displeased to see big labor receive an occasional belt in the chops. Keeps things from getting monotonous.

But some settlement remains to be made between Herbert Kohler and "little labor," the decent, courageous men who worked in his plumbing factory and struck because their sense of personal dignity demanded it. Such a settlement cannot be made unless Kohler himself accepts a measure of defeat. And there they stand—a partial winner who must take some loss, and a loser who must be given some gain. Neither side can "win" the strike in any clear-cut fashion. At the moment the company is ahead, but times change. If the strikers cannot be given peace with honor, then the dispute will drag on bitterly, interminably, fruitlessly.



WEEKEND PICKETING is carried on by means of sign left in front of company medical building. Another is posted at main employees' entrance.



AN ORIGINAL PAINTING FOR FRISKIES BY DOUGLASS CROCKWELL

Next stop home...where

Puppies grow strong on Friskies

-real meat nourishment at its balanced best

BODY-BUILDING PROTEIN. Friskies gives your dog the lean red horse meat he craves... while providing the *fully balanced diet* he must have for complete nourishment.

VITAMINS, MINERALS. Your dog gets the essential vitamins and minerals, the select nutrients so necessary for sturdy

growth, firm flesh, sound bones and sleek glossy coat.

EXTRA-NOURISHING. Some dog foods simply fill. Friskies fully nourishes... provides up to *twice the nourishment* of dog foods selling for only pennies less. Get Friskies — made to the high standards of the Carnation Company.



For Variety—Friskies Meal

Quickest, easiest of all to mix. Just add water. A complete diet containing all the food values of choice steaks, chops, roasts.



Keep your dog frisky with Friskies

COPR. 1957, ALBERS MILLING CO. ALBERS MILLING CO., DIV. OF CARNATION COMPANY, LOS ANGELES 36, CALIF.



SUPER 88 FIESTA

Get in the act !

THE VERSATILE "FIESTA" PUTS THE SPOTLIGHT ON YOU!

See what happened when Oldsmobile added the happy-go-lucky look of Holiday styling to the husky heft of a station wagon! It's the fabulous Fiesta!

This all-'round performer commands the spotlight wherever it goes. So let the Fiesta set the stage for *your* dramatic entrance into a whole new fun-filled way of going places and doing things!

Your *first* cue is to call or visit your Authorized Oldsmobile Quality Dealer. He'll show you how owning a Fiesta is like owning *two* Oldsmobiles in one!

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION.



OLDSMOBILE

SEE YOUR AUTHORIZED OLDSMOBILE QUALITY DEALER



COUPLES TAKE CABLE CAR UP NOB HILL TO THE FAIRMONT HOTEL. ON TROLLEY STEP ARE (LEFT TO RIGHT) ISABEL FLOOD, JOAN QUIGLEY, SALLY PIERCE

A MUSICAL ROUND ROBIN BALL

Every year the San Francisco Symphony runs up a big deficit, and to help make it up the symphony association has adopted the custom of putting on the city's biggest, most musically mixed-up ball. This year the association rented the city's four finest ballrooms in a round

robin extravaganza that drew 4,000 partygoers.

The guests had to come dressed in either black or white or a combination of the two. Changing music and mood at will, they waltzed at the Sheraton-Palace, fox-trotted at the Mark Hopkins, danced to hot jazz at the Fairmont

and Latin rhythms at the St. Francis. Traveling between the hotels, they used everything from the cable car to a horse-drawn carriage. By evening's end the black-and-white-costumed dancers were happily exhausted and the symphony was happily \$25,000 closer to the black.

ROUND ROBIN BALL CONTINUED



WALTZERS at Sheraton-Palace danced to Viennese melodies played by full San Francisco Symphony with regular conductor, Enrique Jorda, conducting.



CHANGING MUSIC, amused couples take a horse-drawn carriage for the across-the-street ride from the Fairmont (jazz) to the Mark Hopkins (fox trot).

IN THE MIDST OF A FLAMENCO AT THE ST. FRANCIS HOTEL, MRS. EDWIN CALLAN AND PARTNER PAUSE TO CALL GREETINGS TO FRIENDS AT NEARBY TABLE.



GOIN' FISHING...



... the smoothest way is on a modern **ASPHALT** highway

Fishing relaxes a man.

And so does *going* fishing . . . *going* anywhere . . . on smooth-riding Asphalt highways.

You drive along in peace and quiet: no thump . . . thump . . . thump to wear you down.

No eyestrain either! Asphalt pavements absorb glare . . . lane markings are easy to see, too . . . day or night.

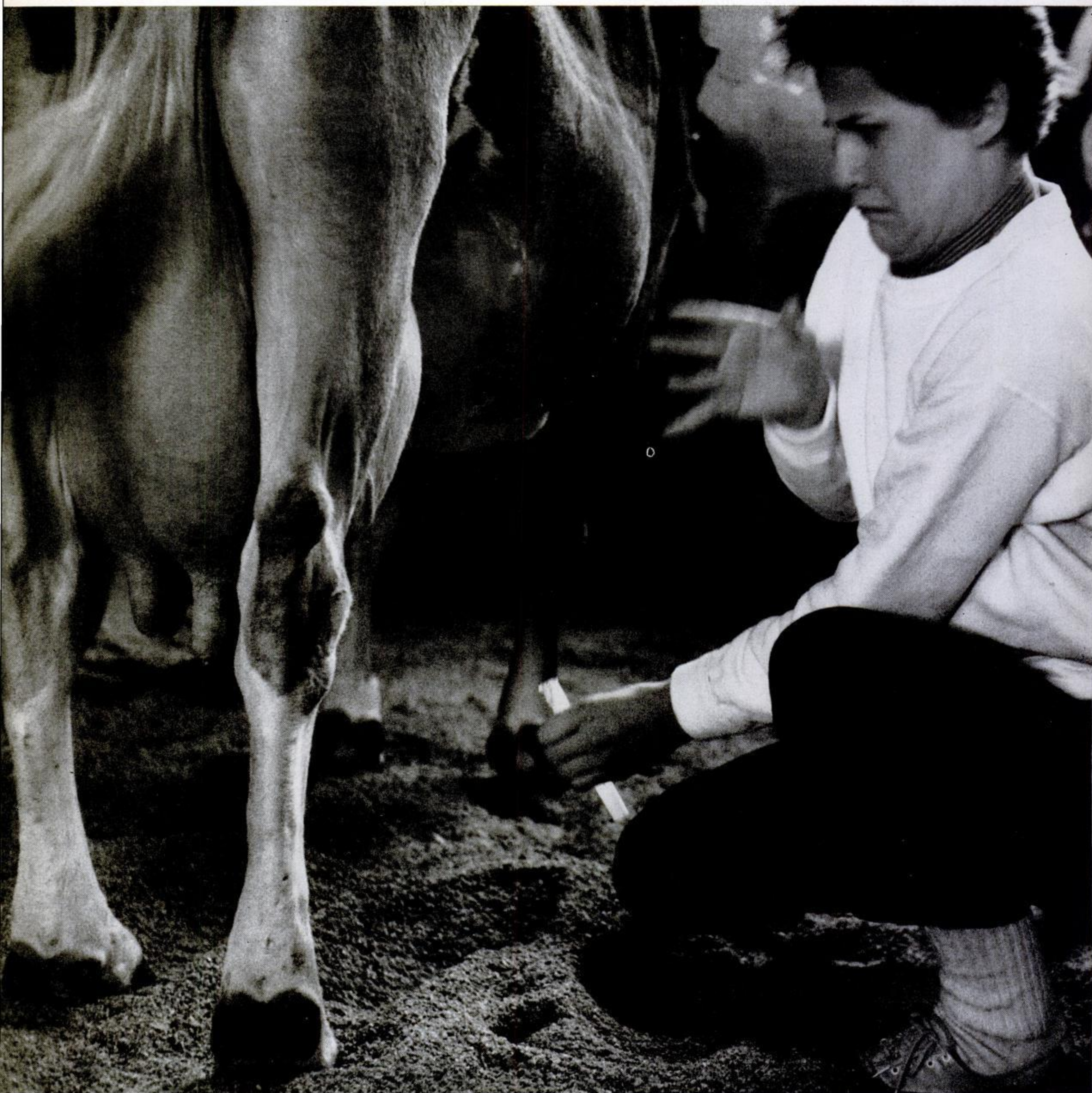
Wet or dry, winter or summer, modern Asphalt highways give you safe, comfortable driving. What's more, they help keep your taxes down. Durable Asphalt roads not only cost up to 20 to 50 percent less to build, they cost **no more to maintain** . . . often less. Maintenance and construction are quick and easy! See why. Write for new booklet, "... From the Ground Up."



If you could see beneath the surface . . . of modern Asphalt highways . . . see the strength in depth of Asphalt pavements . . . you'd understand why Asphalt construction gives you more for your money. More comfort, more ruggedness, more economy!

THE ASPHALT INSTITUTE, Asphalt Institute Building, College Park, Maryland





A COWED COED

For both Jackie Roeder and the cow the situation was a novel one. Jackie had never milked a cow and, up to that day, the cow had never been milked into a test tube. As a member of Kappa Alpha Theta at the University of Massachusetts, Jackie was on a two-girl relay team in an intersorority milking contest. The team that got the most milk in the tube won.

Jackie had been coached to run her hand down the cow's flank and start to milk. As she was about to start, the cow swished her tail in Jackie's face. Jackie bravely stood her ground although, she says, "I was scared stiff of the animal"—and showed it in the expression above. But when the cow raised her foot, Jackie beat a frightened retreat. Her team lost.



Nothing finer in American **taste**

Good taste is priceless. It is something instantly recognized, universally appreciated. Clear-headed Americans know good taste and insist on it. That's why they call for *Calvert taste*.

Clear heads call for **Calvert taste**

CALVERT DIST. CO., N. Y. C. AMERICAN BLENDED WHISKEY • 86 PROOF • 65% GRAIN NEUTRAL SPIRITS

Enjoyment of the world-famous pause is captured
for you at a Paris café by artist Jack Potter.



COME TO PARIS IN THE SPRING . . . and here, too, Coca-Cola waits for you . . . so good in taste, in
such good taste, that the invitation *Have a Coke* has become a
gracious custom in more than 100 countries of the world today.



SIGN OF GOOD TASTE

"COKE" IS A REGISTERED TRADE-MARK. COPYRIGHT 1957 THE COCA-COLA COMPANY.